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**UNITED STATES DISTRICT COURT
DISTRICT OF NEW JERSEY**

KARS 4 KIDS INC.,
Plaintiff,
v.
AMERICA CAN!,
Defendant.

Case No. 3:14-cv-07770-PGS-LHG

**DECLARATION OF KAREN A.
CONFOY IN SUPPORT OF
DEFENDANT AMERICA CAN!'S
MOTION TO EXCLUDE PLAINTIFF'S
SURVEY CONCERNING SECONDARY
MEANING AND CORRESPONDING
OPINION TESTIMONY OF ALEX
SIMONSON, PH.D.**

I, Karen A. Confoy, Esq., do hereby declare as follows:

1. I am a partner at Fox Rothschild LLP, attorneys for Defendant/Counterclaimant

America Can! (AC!) in the above captioned matter. I submit this declaration in support of AC!'s Motion to Exclude Plaintiff's Survey Concerning Secondary Meaning and Corresponding Opinion Testimony of Alex Simonson, Ph.D. I have knowledge of the following, and if called as a witness, could testify competently hereto.

2. Attached hereto and made a part hereof as **Exhibit 1** is a true and accurate copy of the Expert Report of Alex Simonson, Ph.D.
3. Attached hereto and made a part hereof as **Exhibit 2** is a true and accurate copy of excerpts of the deposition transcript of Alex Simonson, Ph.D.

I declare under penalty of perjury, under the laws of the United States of America, that the foregoing statements are true and correct.

Executed on: February 14, 2019

/s Karen A. Confoy
Karen A. Confoy

Exhibit 1

simonson associates, inc.

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EXPERT REPORT OF ALEX SIMONSON, PH.D.

REPORT OF A SURVEY TO DETERMINE
THE LEVEL OF SECONDARY MEANING
OF THE TERM "KARS 4 KIDS"

January 2018

Confidential

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BACKGROUND AND PURPOSE

I am a marketing researcher with a Ph.D. in marketing from Columbia University School of Business. I am currently President and founder of Simonson Associates, Inc., a marketing research firm specializing in trademark, trade-dress and advertising studies in a legal context and in the context of brand protection. Prior to 2000, I was co-head of Guideline Research's group on legal marketing research. For over 20 years, I have designed many hundreds of surveys and consulted for numerous law firms, Federal agencies, and large consumer and business products and service companies across numerous industries. I earned a Ph.D. in marketing, *with distinction*, from Columbia Business School in 1994, a J.D. from New York University School of Law in 1987, and an A.B., *magna cum laude*, from Columbia College, Columbia University in 1984. I have been admitted as an expert in consumer surveys, marketing research and branding in various federal courts. I have authored numerous articles and have presented at numerous conferences on survey research methodologies.

My publications within the past ten years and prior testimony within the past four years are set forth in the CV attached hereto as Appendix A.

I was engaged by the law firm of Orrick, Herrington & Sutcliffe LLP, counsel for Kars 4 Kids, regarding a trademark dispute with America Can!. I was asked to design and conduct a survey of secondary meaning of the term "Kars 4 Kids."

The survey employed a methodology that is widely used and considered reliable to test for secondary meaning. It was conducted among adults in the United States who were 18 years of age and older.

The survey was designed and implemented by Simonson Associates, Inc. under my supervision. The cost for the entire study was \$63,000 which is typical for a survey of this size by Simonson Associates, Inc. My compensation is not in any way dependent on the outcome of the case. My customary hourly rate for testimony is \$900.

SUMMARY OF METHODOLOGY

The survey was conducted online using a large online panel of U.S. consumers administered by Research Now (the e-Rewards U.S. panel) that is used for both trademark infringement surveys and common strategic marketing surveys. Respondents were screened and then completed the main questionnaire.

The survey employed the “Palladino” conceptual framework for testing secondary meaning. This approach is widely accepted as a valid means of testing secondary meaning. The general approach asks respondents whether they associate a mark/name with one or more than one entity (the “Palladino Secondary Meaning Question”). Slight variations of the approach are common, such as, but not limited to, whether or not one uses a control group and whether or not one asks a preliminary recognition question prior to asking the Palladino Secondary Meaning Question.

Respondents were divided into two groups (or “cells”), a test cell and a control cell. The respondents in the test cell were asked about the term “Kars 4 Kids” and those in the control cell were asked about a commonly known, descriptive term, “Gifts for kids.”

Respondents were then presented with a stimulus and asked additional questions. Showing the word “Kars 4 Kids” with its distinctive spelling would cue respondents into saying that the term is associated with one source regardless of whether or not they had an understanding about that prior to being shown the name. Therefore, to avoid bias due to the unique spelling of the term “Kars 4 Kids,” the terms were presented aurally. After being exposed to the respective stimuli (i.e., the audio clips discussed in greater detail later in the report), respondents were asked a series of questions including the Palladino Secondary Meaning Question designed to assess secondary meaning.

CONCLUSIONS

The study was conducted in accordance with generally accepted standards and practices for secondary meaning studies that have been accepted by courts as valid and reliable in testing for secondary meaning.

The results of the study indicate that the term "Kars 4 Kids" has achieved a substantial level of secondary meaning in the general population of the United States. The results suggest a level of secondary meaning of about 41%-42%. Given the strength of the mark in the *general population*, it is likely that the level would be higher among those in the particular universe of Kars 4 Kids, specifically those who had recently donated their car or who are interested in donating their car in the near future.

These findings are discussed in greater detail throughout the report.

DETAILED METHODOLOGY

In engaging in this project, I employed standards typically used and cited in the field of marketing research with respect to litigation concerning the admissibility of surveys (including the underlying data, analysis and conclusions), contained in the Manual for Complex Litigation, 4th ed., 2004, Federal Judicial Center, and the "Reference Guide on Survey Research" by Shari S. Diamond, J.D., Ph.D., in the Reference Manual on Scientific Evidence, 3d. ed., 2011, Federal Judicial Center.

These guidelines state, among other things, that surveys for litigation should be designed to comport with the generally accepted standards and practices in the industry for designing and implementing survey research. These various standards and practices generally converge on the following set of conditions that describe a proper online survey:

- The proper universe should be identified and examined.
- A representative sample should be drawn from that universe.
- The study design should be probative and valid, including that the questioning of respondents should be correct and unbiased and that there are proper and probative control mechanisms to be able to arrive at valid and meaningful conclusions.
- The questions should be framed in a clear, precise, non-leading manner, and the instrument for data collection should be properly designed to be free of design-induced biases.
- The interviewing should be conducted properly.
- Once gathered, the data should be accurately analyzed and reported.

Further, the study was conducted in accordance with guidelines for online (internet) interviewing as set forth in the ESOMAR Guideline for Online Research, August 2011, and the ESOMAR/GRBN Guideline for Online Sample Quality, February 2015. (www.esomar.org).

Adherence to these guidelines provides the best assurance that the data collected are valid and can be relied upon to draw conclusions.

Internet Sampling and Panel

Internet usage is increasing with current internet penetration in the U.S. at approximately 75% of the population. See, e.g., ITU, June 2010 (finding 77.3% penetration); Computer and Internet Use in the United States, United States Census Bureau, November 2014 (finding 74.4% penetration). I used internet interviewing from an established panel of consumers. This method

has been widely used in recent years and is growing rapidly both in strategic marketing research and in forensic marketing research (i.e., research for litigation). See, e.g., Gabriel M. Gelb and Betsy D. Gelb (2007), "Internet Surveys for Trademark Litigation: Ready or Not, Here They Come," *The Trademark Reporter*, 97 (5), Sep-Oct.

The study recruited respondents from across the United States who are part of an online panel maintained by Research Now known as the e-Rewards U.S. panel. This is a well-known national internet survey panel that I and others in the field of marketing research commonly use for consumer research. Potential respondents from the panel were sent email invitations and upon clicking on the invitation were directed to the screening questionnaire. If the respondent qualified for the study (by passing the screening questionnaire), he/she proceeded to the main questionnaire. Characteristics and quality control procedures concerning the e-Rewards panels, including the U.S. panel used for this survey, are set forth in Appendix B.

Relevant Universe

The survey universe for a secondary meaning study may be limited to plaintiff's universe. Here, however, the survey was as conservatively defined as possible: a general population survey of adults in the United States. Any findings here would likely be stronger were one to limit the population to plaintiff's universe. The relevant universe was defined as follows:

- Males and females; and
- 18 years of age or older; and
- Reside within the United States.

As is typical in survey methodology, the survey excluded those persons who are, or who have household members who are, employed in fields that may give them special knowledge or insight about this subject, namely those employed in advertising or promotion or marketing research. In addition, according to generally accepted procedures, those respondents who believed that they would not be able to hear audio files or record responses, including writing full sentences, were excluded. Respondents who answered that they were taking the survey with someone else also were excluded. The programming template for the screening questions is set forth in Appendix C.

Sample Size and Sampling Plan

The targeted sample size for the survey was 1,000 respondents (500 in each cell). To achieve a representative sample of adults in the United States, a *quota* of completed interviews was

employed so that the composition of each cell by age, gender and geographic region (by Census Region) matched census proportions. This kind of quota is a well-accepted method of sampling. The quotas were set as follows per cell in accordance with census statistics:

Age	Gender	
	Males	Females
18-34	15.5%	15.1%
35-49	13.5%	13.7%
50+	19.6%	22.7%

Census Region	
NE	18%
MW	22%
S	37%
W	23%

Blind Interviewing

The study was administered via computer (online) under "blind" conditions. That is, respondents were not informed of the purpose or sponsor of the study. (Note that internet surveys do not have interviewers and thus this study is necessarily "double blind.")

Interviewing Procedure

Both the screening questionnaire and the main questionnaire were conducted on computer, having been directed from Research Now's panel email invitations. Computer-based interviews such as those administered in this study eliminate "skip pattern" errors and transcription errors.

Quality Control Procedures

Upon screening, respondents were advised of a number of instructions prior to proceeding to the main questionnaire. These were as follows:

Because the survey is short – just a few minutes, please follow these directions.

- please don't start and stop in the middle. The survey may time-out.
- please proceed at a normal pace; don't rush through.
- please be sure nobody else is helping out or sharing in responding.

- please close all open web browsing windows except this window in which you are completing the survey and do not open any other browsing windows while taking the survey.
- please give your full answer before advancing to the next question; you cannot change prior answers by going backwards.

Each potential respondent to the survey was then expressly asked to agree to these conditions prior to proceeding. Those potential respondents not desiring to agree to these basic conditions of quality control were screened out.

Additionally, a number of procedures were used to ensure quality control:

- respondents were required to take the survey on a computer or other device like a tablet but not a cell phone so as to avoid the survey being taken on the run, or the respondent not being able properly to provide open-ended responses;
- the survey would not allow respondents to change prior answers were they to try to go backwards in the survey;
- as is typical in ensuring validity of internet data, the survey would not be considered complete were someone to speed through (and thus might likely not be attending to the survey) or were someone to take very long (potentially indicating attending to other matters while taking the survey or alternatively, stopping, attending to other matters, then starting again in the middle). The survey in total was estimated to take about 4 minutes. Interviews taking less than 2 minutes in total or greater than 10 minutes from the point of starting the main questionnaire were not counted in the data set;
- to ensure respondents could hear the stimuli, an initial speaker test was conducted in which respondents were required to identify the animal whose sounds they heard (an audio clip of an animal sound was then played). If a respondent could not identify which animal's sounds were being played from a short list of animals (cat, dog, horse, etc.), the survey terminated.

Stimuli

As referred to earlier, the stimuli were comprised of audio clips. To introduce the term "Kars 4 Kids," an initial question was asked: "Have you or haven't you heard the term (pause) Kars 4 Kids? Please just indicate, I have, I haven't or don't know/not sure." For the control cell, the same question was recorded by the same voice, under the same conditions and at the same time, except that the term "Gifts for kids" was substituted in lieu of "Kars 4 Kids." When

respondents were later asked the Palladino Secondary Meaning Question, to ensure that they recalled the terms being asked about, an audio clip with just the term being asked about (either "Kars 4 Kids" in the test cell, or "Gifts for kids" in the control cell), was able to be played should a respondent desire to re-hear the term in question. The audio clips are attached in electronic form as Appendix D.

Control Mechanisms

"Noise" refers to any factor contributing to the results of the survey other than what is being tested. Here, an understanding of the term "Kars 4 Kids" is being tested (i.e., whether it is associated with one or more than one source). Extraneous factors such as guessing or question bias or the like are treated as noise and accounted for. There are two generally accepted approaches to determine and account for a level of noise in a survey: (a) test stimulus results compared with control stimulus results and (b) analysis/tally of open-ended responses in the test cell. As they are alternative methods, both are informative in different ways. The two approaches ought to converge on similar findings, and the comparison of the two approaches amounts to a confirmation check on the test vs. control methodology.

In the context of secondary meaning, the survey is intended to test what percentage of respondents associated the term with one source as opposed to multiple sources.

One approach to account for noise in this context is to administer the same questions in the same manner but with a stimulus that is commonly known and associated with more than one source. From this, we can determine what the questionnaire elicits in terms of "one source" responses for a commonly known, descriptive term, and use this to adjust down the percentage of "one source" in the test cell (i.e., to discount the results by this level of noise). We also are able to determine what the questionnaire elicits in terms of recognition for a commonly known, descriptive term and use this as a benchmark with respect to the tested term, "Kars 4 Kids."

A second approach is to use the responses to open-ended questions to determine if these confirm or verify that the "one organization" responses in the test cell are due to a real understanding as opposed to guessing or other factors.

Both approaches were employed in this survey.

Respondent Verification

A question was inserted in the screener to stop those who, in order to get points or rewards, click through without reading. The question asked the respondent to choose the choice that indicated a color. The choices were "fast," "green," "strong" and "large." Anyone who did not choose "green" was excluded from the survey. (The order of presentation of all the choices was randomized to avoid any order biases.) In addition, the respondents' answers to demographic questions in the survey were checked against demographic variables in the Research Now system based on information the participants had given to Research Now in the past. Anyone who gave survey answers that did not match the demographic variables he or she previously provided to Research Now was excluded from participation. In the past, I had conducted telephone validation for internet interviewing. I have never found a discrepancy in an internet survey in validation as tends to occur with live interviewers. The procedures to match respondent demographics and to stop those who may click through without reading have become the norm in online interviewing as opposed to telephone validation.

Interviewing Period

Interviewing was conducted from December 29, 2017 through January 10, 2018.

MAIN QUESTIONNAIRE

After qualifying for the survey and accepting the quality control conditions, respondents read the following¹ (in large font):

In this survey, there are no right or wrong answers, but there are questions that ask for your beliefs and understanding. Please do your best to answer each question to the best of your beliefs and understanding. If there's any question that you cannot answer, please don't guess. Just indicate "Don't Know/Not Sure," and proceed to the next question.

Respondents were then told:

For the first question, please click on the audio file and listen to the question.

The text of the audio was as follows:

Test cell: Have you or haven't you heard the term Kars 4 Kids? Please just indicate, I have, I haven't or don't know/not sure.

Control cell: Have you or haven't you heard the term Gifts for kids? Please just indicate, I have, I haven't or don't know/not sure.

If a respondent could not hear the question, he/she had a second chance to hear the audio clip. If, after the second time, a respondent still could not hear the question, that interview would terminate.

For all those proceeding beyond that point, respondents were told based on the question they had just heard:

Please record your answer below. If you don't recall the term and need to hear the term again, please click the play button below.

¹ The programming template for the main questionnaire is attached hereto as Appendix C, after the screening questionnaire. Each main questionnaire question appeared on its own page. No two substantive questions were seen at the same time.

The text of the second audio was as follows:

Test cell: Kars 4 Kids.

Control cell: Gifts for kids.

If a respondent indicated that he/she had heard of the term, he/she proceeded to the Palladino Secondary Meaning Question.

Palladino Secondary Meaning Question

The respondents were then asked:

Do you associate the term you just heard with one particular organization or with more than one organization?

To avoid order biases, the question was rotated such that about ½ the respondents saw the question as worded above and about ½ of the respondents saw the question reversed as follows:

Do you associate the term you just heard with more than one organization or with one particular organization?

As per generally accepted procedure, the response alternatives included a “Don’t Know/Not Sure” option.

Organization

For any respondent stating “one particular organization,” he/she was asked the following open-ended question and the answer was recorded verbatim:

Please tell us anything you can recall or identify about this organization or its advertising that will help us to know what organization you’re referring to.

The response alternatives included a “Don’t Know/Not Sure” option.

Jingle

To further identify what organization the respondents were thinking of when they chose “one particular organization,” they were asked the following filter question and open-ended follow up. (The filter question is asked to avoid potentially leading respondents.)

To the best of your recollection, have you or haven't you heard this organization's jingle?

Respondents could choose "I've heard it," "I've not heard it" or "Don't Know/Not Sure." For any respondent choosing "I've heard it," he/she was asked the following open-ended question and the answer was recorded verbatim:

If you haven't already done so in any earlier question, so that we know what jingle you're referring to and so we can identify it, please write out as much of the jingle that you can recall word-for-word, as best as you can.

FINDINGS

Sample Characteristics

As set forth below, a number of respondents failed respondent verification, were terminated on the post-main questionnaire profession screen, were speeders or were timed-out.

Respondent Verification

161 respondents failed the respondent verification.

Speeders and Time-Outs

521 respondents timed out of the survey or took the survey in less than 2 minutes.

As per generally accepted standards and practices, all of the above respondents are excluded from the dataset by Research Now. The dataset is comprised of 1,000 completed interviews. The main questionnaire data by respondent is set forth in Appendix E.

Response Rate

The response rate was 12% which is within the typical response-rate range for online consumer panel interviews (3585 clicks/30905 invites) and the typical response-rate I have experienced from surveys employing Research Now's consumer panel.

Invites:	30905
Clicks:	3585
Over-quota:	247
Screenouts:	692
Terminates in Main/Breakoffs in Main (started main and terminated or stopped):	964
Speeders and Timeouts:	521
Verification pulls:	161
Completes:	1000

Age and Gender

As per the study quotas, the national sample consists of 1,000 respondents, 501 in the test cell and 499 in the control cell. The sample was divided with respect to age and gender as follows:

			Gender		Total Age (Test Cell)	
			Male	Female		
Test	Age	18-34	Count	78	77	155
			% of Cell	15.6%	15.4%	30.9%
		35-49	Count	66	70	136
			% of Cell	13.2%	14.0%	27.1%
	Age	50+	Count	98	112	210
			% of Cell	19.6%	22.4%	41.9%
		Total Gender (Test Cell)	Count	242	259	501
				48.3%	51.7%	100.0%
			Male	Female	Total Age (Control Cell)	
Control	Age	18-34	Count	78	76	154
			% of Cell	15.6%	15.2%	30.9%
		35-49	Count	66	69	135
			% of Cell	13.2%	13.8%	27.1%
	Age	50+	Count	98	112	210
			% of Cell	19.6%	22.4%	42.1%
		Total Gender (Control Cell)	Count	242	257	499
				48.5%	51.5%	100.0%

As per the study quotas, the national sample was divided with respect to geographic representation as follows:

		Census Region by Cell		
		Cell		
		Test	Control	
Census Region	NE	Count	91	
		% of Cell	18.2%	
	MW	Count	109	
		% of Cell	21.8%	
	S	Count	184	
		% of Cell	36.7%	
	W	Count	117	
		% of Cell	23.4%	
Total by Cell		Count	501	
		% of Cell	100.0%	

Substantive Findings

Recognition of Terms

Respondents in both cells (test and control) indicated similar levels of recognition (43% "Kars 4 Kids" and 39% "Gifts for kids"). While the reported recognition of the term "Kars 4 Kids" was 43%, it was similar to, and not significantly lower than, the reported recognition of the benchmark descriptive term "Gifts for kids." This likely indicates a ceiling effect caused by the first question.² In this instance, where the recognition question resulted in a ceiling as evidenced in the control cell, a more reasonable methodological approach is to analyze the "one organization" findings as a percentage of those who passed through the recognition question. A ceiling effect is an established methodological concept that recognizes that percentages or metrics may be artificially depressed.

In this instance, there are only two explanations for the indicated level of recognition. Either the recognition question was in some way not sufficiently probative, and thus a ceiling effect was created as evidenced by the lower recognition in the control cell, or the alternative, that a majority of adults in the United States have never heard of the term "Gifts for kids." As it is a common phrase or set of words, it is more reasonable in my opinion that a ceiling effect artificially reduced the identified recognition levels.

² If "Gifts for kids" is a commonly known, descriptive term for the idea of giving gifts to children, then the question clearly evidences a ceiling effect that is not due to truly not recognizing the term.

Palladino Secondary Meaning Question

As set forth in the table below, of those respondents indicating recognition of the respective terms, 73% in the test cell indicated that the term "Kars 4 Kids" was associated with one particular organization. In contrast, 32% in the control cell indicated that the term "Gifts for kids" was associated with one particular organization. The pattern of association differs markedly between the cells as set forth in the table below. Whereas the term "Gifts for kids" is associated equally with one organization, more than one organization or neither (don't know/not sure), the term "Kars 4 Kids" is mainly associated with one organization with small percentages associating the term with more than organization or neither (don't know/not sure).

The net difference between test and control is 41%. This indicates the level of secondary meaning of the term "Kars 4 Kids" removing noise that is measured by the percentage "one organization" responses to the term "Gifts for kids."

Do you associate the term you just heard with one particular organization or with more than one organization?

(Rotated version: Do you associate the term you just heard with more than one organization or with one particular organization?)

	<u>One</u>	<u>More Than One</u>	<u>Don't Know/Not Sure</u>	<u>Total Indicating Recognition</u>
KARS 4 KIDS	159	18	40	217
	73%	8%	18%	
GIFTS FOR KIDS	61	62	70	193
	32%	32%	36%	

Of all respondents, 32% in the test cell indicated one particular organization and 12% in the control cell indicated one particular organization, net of 20%. Again, though this is being set forth for clarity, the results indicate a ceiling effect with respect to indicated recognition and the more reasonable approach is to analyze the association data out of those who indicated recognition of the respective terms.

Do you associate the term you just heard with one particular organization or with more than one organization?

(Rotated version: Do you associate the term you just heard with more than one organization or with one particular organization?)

	<u>One</u>	<u>More Than One</u>	<u>Don't Know/Not Sure</u>	<u>Filtered</u>
	159	18	40	284
KARS 4 KIDS	32%	4%	8%	57%
GIFTS FOR KIDS	61	62	70	306
	12%	12%	14%	61%

Open-Ended Questions

The open-ended questions were analyzed to determine a level of verified or confirmed association with Kars 4 Kids of those who indicated that they associate the term they heard with one particular organization. If, through his or her responses to the two open-ended questions, a respondent identified Kars 4 Kids (either through the description of the organization or through description of the jingle), the respondent was counted as having a verified or confirmed response.

In total, 92 respondents, or 42% of those having indicated recognition of the term also indicated that they associate the term with one particular organization and that organization was confirmed to be Kars 4 Kids via the open-ended responses. There were a number of responses that I did not include to be conservative but were arguably identifying Kars 4 Kids.

The 92 respondents below were counted as having a verified or confirmed response. (Typos in the respondents' answers are left as-is.)

Resp ID	Q3 (About the Organization)	Q4 Filter	Q5 (Jingle)
102101	Donate cars	1	1800 cara for kids. 1800 cars for kids. Donate your car today
109861	Cars for kids. WHere you donate your car to provide help to children in need	1	Karz for kids. I'm not sure of the rest, haven't heard it in a while
130790	a group of kids singing as if in a rock band singing about cars for kids	1	cars for kids
139446	radio ad	1	1800 cars for kids, repeat....
144802	They have a stupid jingle on the radio	1	1-8-7-7-Kars for Kids K A R S Kars for kids....repeat..Donate your car today
146123	Commercial with catchy tune/song	1	1-877 cars for kids
148413	radio jingle cars for kidz	1	800-cars4kidz
151259	You can donate your vehicle to Kars for kids and they get a donation for their organization	1	1877Karsforkids donate your car today
154550	k a r s cars for kids, donate your cars today	1	already did
156005		1	K A R S for kids..la la la
172338	1-877-Carsforkids. Advertised on Fox News channel	1	
173606	Kars for kids is organization that you can donate your used vehicle to.	1	K A R S cars for kids, donate your car, boat or motor home to kars for kids and receive tax deduction and free night at participating hotel.

175504	they have a catchy commercial 1-877 kars for kids	1	1 877 kars for kids k a r s kars for kids 1 877 kars for kids donate your car today
182828	It is a 501c3 charitable organization that accepts many types of donations besides cars, including real estate.	2	
190018	Karz for Kids	1	1 877 Karz 4 Kidz
192493	They are primarily a radio charity, but I do sometimes see tv ads. They are basically a jingle asking you to donate a car.	1	1-877 Kars 4 Kids, K A R S kars 4 kids, donate your kar today
208783	Kars for Kids takes donated, unwanted cars.	1	
211714	The company is called Kars 4 Kids	1	1-877-Kars 4 Kids
217230	annoying tv ad	1	cars for kids c a r s
219395	I only know the name because of its use in a Saturday Night Live (SNL) sketch called Bank Breakers from when Kumail Nanjiani hosted in 2017	3	
221771	they take donated cars and give them to needy families	1	call 1877 cars for kids
229528	it is a company called Kars 4 Kids that makes toy cars for the kids.	1	1877 kars 4 kids, k-a-r-s kars for kids, 1-877 kars 4 kids, donate your car today
230416	donate your car today	1	1877 cars 4 kids, 1877 cars 4 kids, 1877 cars 4 kids, donate your car today
252755	1-877-Kars for Kids commercial is so annoying but sticks in your head	1	1877KarsforKids... K.A.R.S. Kars for Kids, 1877KarsforKids... donate your car today
254181	cars 4 kids	1	car for kids
259400	kars for kids	1	call 1800 cars for kids
263441	Cars for Kids. i hear advertisements for on sports talk radio.	1	1-877-Kars for kids, K-A-R-S Kars for kids. Donate your car today.
269206	Cars for kids is an organization that accepts donations of old cars and uses the money they receive from the cars to benefit children in need.	1	Cars for kids, cars for kids 1 800 car4kids
270467	I've heard on the radio about Kars for Kids that you can donate your vehicle and receive a tax write off. It was during the holiday season. It was a long time ago when I was listening to national public radio.	3	
280634	kars for kids	1	kars for kids

282313	I have heard commercials for Kars for Kids and I believe it is a commercial for Oorah.	1	1-800-Kars for Kids. K-A-R-S Kars for Kids. 1-800-Kars for Kids. Donate your car today.
293321	Cars for kids	1	K A R Cars for kids
295220	Fraudulent charity scheme for a jewish school in New Jersey advertising in Minnesota.	1	I can quote it but it isn't worth the time. It is a fraud.
303661	cars for kids commercial	1	1877 cars for kids c a r s cars for kids
311776	I heard the term Kars 4 Kids in an ad i watched many time son television.	1	I remember 1 877 kars 4 kids donate your car today etc.
314724	1877 kars for kidz, k-a-r-s- kars for kidz	1	
318208	Kars for Kids - donating cars for charity	1	jingle has the phone number to call to donate your car for charity
325209	a jingle	1	
334139	I cant stand the song with the kids sings 1-800-kar4kids it is so annoying I turn the channel	1	
335331	1877 cars for kids	1	1877 cars for kids
337418	Kars for kids	1	1-877-karsforkids, donate your car today
340544	Kars 4 Kids.org - it's an ad I hear on the radio often enough. You can donate your car and receive a tax deduction.	1	K A R S Kars 4 Kids
341333	I know that it is a Jewish organization that helps children	1	K a r s cars for kids, k a r s kars for kids. K a r s kars for kids donate your car today.
347856	1-800 Cars For Kids for the Cars for Kids Foundation	1	1-800-Cars-For-Kids, C-A-R-S Cars for Kids
351998	1-877-KARS 4 KIDS K-A-R-S KARS 4 KIDS 1-877-KARS 4 KIDS Donate your car today Charity that uses old vehicles to raise money for children's wellness	1	1-877-KARS 4 KIDS K-A-R-S KARS 4 KIDS 1-877-KARS 4 KIDS Donate your car today
352735	I have heard the radio commercial that says you can donate your car to children's charities by calling a phone number	1	877 kars 4 kids
355852		1	Donate your car today
359350	they spell the word car with a k so the add i saw read Kars 4 Kids where both of the K's were in red	2	
370508	Kars for Kids uses annoying commercials that feature a terrible band of children and a horrible song.	1	1-877-karsforkids K-A-R-S kars for kids 1-877-karsforkids submit your car today.

378245	1877 cars 4 kids jingle from radio commercials	1	1877 cars 4 kids
381483	Donate your car so that an organization that helps children receives the profits	1	1877KARS 4 KIDS K A R S CARS FOR KIDS 1877 KARS 4 KIDS, DONATE YOUR CAR TODAY
386088	KarsForKids.com	1	K-A-R-S Kars for Kids K-A-R-S Kars for Kids K-A-R-S Kars for Kids Donate your car today
394040	Kars for Kids, Kars with a K, Donate Your Car Today	1	1-877 Kars for Kids, 1-877 Kars for Kids, 1-877 Kars for Kids, donate your car today
396623	I think it's spelled Kars for Kids and they accept donations of cars that get sold to help kids in some way.	3	
399952	1800 cars for kids	1	1800cars for kids 1800cars for kids 1800cars for kids 1800cars for kids
415137	Kars for Kids - seems to be the only one	1	Kars for kids, donate your car today
420617	it is a catchy jingle played on radio	1	1877 cars for kids CARS for kids...
421057	Kars for Kids is an organization that accepts cars from individuals as a donation.	1	1-800 kars for Kids that kars for kids
429163	I can remember parts of the jingle in the ad and particularly that the cars in cars for kids is spelt with a K. as in K-A-R-S Kars for kids. They will the your vehicle you are not using as a tax deduction for you.	1	
430334	Donate your car today	1	1877 cash for kids donate your car today
432192	I just associate it with the organization Kars for Kids.. they have the catchy jingle... 1877 cars4kids	1	1 877 cars for kids (repeated over and over)
434112	1877cars for kids, donate for the cause	1	1877cars for kids donate your car today.
435886	the children singing the jingle on tv	1	1 877 Kars for Kids KARS Kars for Kids 1 877 Kars for Kids Donate your car today
442944	1 800 Kars for kids. A religious organization seeking donations for children to go to camp in upstate New York.	1	1 800 Kars for kids Donate your car today.
450635	you donate your car and it helps kids	1	1877 carsforkids c a r s cars for kids
454296	accepts donations of cars to rise funds for multiple chid based organizations. And incredibly stupid and off putting commercials	1	1 800 cars for kids, repeated several times with other slogans
472849	Picture of car and kids	2	

477990	It usually has a jingle and there are billboards all around. Also they spell car with a K.	1	K-A-R-S KARS FOR KIDS.
486477	Kars for Kids--it's some kind of non-profit, I think.	1	1-877-Kars 4 Kids, k-a-r-s-cars-for-kids
495567	they have they car commercial on tv with that song that seems to get stuck in my head all the time. and kinda weird cuz the kids in the commercial are very young, too young to drive....so idk wher the cars are really for	1	K-A-R-S cars for kids....
498127	Cars for Kids is an organization that takes donated cars and fixes them to help low-income families get a firm hold on a better life	1	they only part I recall at the moment is the spelling out of the organization's name in the jingle
516506	Scam organization.	1	1800 Kars 4 Kids KIDS Kars 4 kids
516870	There is the radio commercial with the jingle 1-800-Kars 4 Kids	1	
520821	This is the organization Cars for Kids	1	There is a telephone number and they say donate you car today-Cars for Kids
524882	KARS 4 KIDS	1	Kars 4 Kids
529785	Cars for Kids. Takes old cars to raise money for children. Have heard the commercials many times over the years on WFAN.	1	Donate your car today is the last line. 1800Carforkids is another line.
536080	do not recall. find advertisement irritating..	1	K-A-R-S For Kids
537251	The really, really annoying, low-budget radio commercial that goes, K-A_R_S Kars for Kids ...	1	
543185	Kars for Kids - a charitable organization in the local area.	1	1-800 Kars for Kids, 1-800 Kars for Kids - and it repeats and stuff like that.
548706	annoying song about donating your car to a charity	1	1800 cars for kids
551144	1-877-KARS-4-KIDS	1	1-877-KARS-4-KIDS give your car today
552828	Kars for Kidz (uses Ks), also uses the phone number in its jingle, something like call 1.877.Kars.4.Kids	1	Call 1.877.Kars.4.Kids...
557163	This organization accepts donations (preferably cars) for a kids charity.	1	1-877-cars for kids. 1-877-cars for kids.
567227	jingle cars for kids	1	it repeats! cars for kids, donate your car
569427	An organization that takes used clothing, furniture, cars, etc, repairs them, and sells them	1	Kars for Kids, donate your car today

588479	i remember a cute commercial with kids in a band singing cars4Kids	1	1800 cars4Kids
673283	1 8 7 7 KARS 4 KIDS, K A R S KARS 4 KIDS. Can not stand the jingle	1	1 8 7 7 kars for kids, K A R S kars for kids, 1 8 7 7 kars for kids, donate your car today
722728	cars 4 kids	1	k-a-r-s kars 4 kids
770075		1	1 800 cars for kids KARS cars for kids
880398	It's the one with the catchy but annoying jingle.	1	1-877-Kars for Kids K-A-R-S Kars for Kids 1877-Kars for Kids Donate your car today
885480	Cars for Kids is a charitable organization whose funding comes from donation of used cars.	1	K-a-r-s, cars for kids, cars for kids
969391		1	1877 kars for kids, kars cars for kids 1877 kars for kids, donate your car today

The 67 respondents below were NOT counted as having a verified or confirmed response.
 (Typos in the respondents' answers are left as-is.)

Resp ID	Q3 (About the Organization)	Q4 Filter	Q5 (Jingle)
102082		2	
102299		2	
119921	i think its a charity.	3	
125150		3	
143435	Cars for kids is a charity where you can donate your car	1	Cars for kids cars for kids
144375	I saw a commercial for cars for tots or cars for vets and it was tax write off. I actually donated a car to them.	1	Cars for kids, making more than friends
145544	Have seen advertising for Cars for Kids	2	
151302		1	
168327	i HATE the radio commercials, they are like fingernails on a blackboard. One of the worst commercials every time i hear them i cringe	1	
179544	i believe cars for kids is an organization where you donate your car	3	
179882	naacp	2	
201512	Trade in a car that they sell for money. They give the money to the kids.	1	
207438	donate	1	cars for kids donate 1-800-
230480	Cars for Kids Charity	1	Cars for Kids help Kids complete their education
230610	Cars for Kids	2	

238344	Donate your vehicle for a tax write off as charitable donation	3	
238964	car for kids	1	
246700	toys r us	1	toys for tots
251636	I have heard the ads but didn't really pay attention.	1	cars for kids
255341	Donating cars for kids. seen on billboard	2	
257807		1	
258431	cars for kids	1	cars for kids
263218		1	Charity organization
266032		3	
297513	A bank	2	
310473	cars for kids-donating your car for charity	1	
316989	foster care	1	it is good and nice
324514	Cars for kids	3	
331125	Parse for kids	1	parse for kids
332682		2	
340101	promises a receipt for a gift of a car	1	talks about cars for kids
347439	cars	1	cars
386831		1	
389024		2	
407013	toy company	1	toy company
412249	Cars for Kids is an organization that allows you to donate your automobile as a way of making a financial charitable contribution that goes towards helping kids with health or physical handicaps.	3	
422815	They accept donated cars and take the proceeds to help kids.	3	
435639		3	
445296	Cars that get donated are given to families with kids without transportation.	1	
463106		3	
466432	it is a charity to help children	3	
477557	Cars for Kids	1	Cars for Kids
483128	cars for kids	1	
483841	cars for kids give your old cars to help needy	1	cars for kids
489205	I remember the phrase but not the organization.	2	
497360	Not sure	2	
499058	sick kids	3	
500516		1	
510028		1	

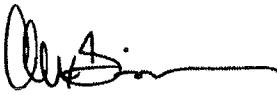
510658		1	Cars for kids
515875	its a thing related to kids	1	because kids are our future
520378	Cars for Kids	1	Cars for kids
539845		1	
558274	I remember seeing billboards around year end/tax time about this cause.	3	
558316	Toys for Kids	2	
558653		2	
566824	A description may be the best for them	1	Cars for Kids
571421		1	
576491	Cars for kids	1	
592455	a nonprofit organization	3	
594068	cars for kids uses donated cars to help kids with cancer get money	3	
616768	it talked about cars	1	
663672		3	
817410		2	
884883	Cars for kids is about people turning in there old or non working cars for kids who are in need of help. The organization takes these cars and sells them for parts or whatever to raise money for the unfortunate kids.	1	
929859		2	
982412		1	

Conclusion

The results of the study indicate that the term "Kars 4 Kids" has achieved a substantial level of secondary meaning in the general population of the United States. The results suggest a level of secondary meaning of about 41%-42%. Given the strength of the mark in the *general population*, it is likely that the level would be higher among those in the particular universe of Kars 4 Kids, specifically those who had recently donated their car or who are interested in donating their car in the near future because, consistent with principles of consumer behavior, those consumers are more "involved," (personal relevance is higher), and are more likely to attend to relevant advertising.

I reserve the right to amend or supplement this report based on further discovery in this action, including my review of any expert reports submitted on behalf of any of the parties in this or related actions. I specifically reserve the right to supplement my opinions in response to any evidence provided by, or expert report submitted on behalf of America Can! in this matter.

Executed this 16th day of January, 2018.

SIGNED: 

APPENDIX A

CV OF AUTHOR

simonson associates, inc.

Brand Building and Protection Research and Consulting

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(As of January 2018)
Alex Simonson, Ph.D., J.D.

SYNOPSIS

Current Affiliations:

President Simonson Associates, Inc., a marketing research firm and consultancy

Education:

Ph.D. in Marketing, *with distinction*, Columbia Business School, 1994
(consumer behavior and marketing research).

J.D., NYU School of Law, 1987.

EDUCATION

Ph.D., *with distinction*, Marketing, February 1994
Columbia Business School

Dissertation: *The Impact of Identical Brand Names on the Strength of New Brands and Original Brands: A Study of Brand Appropriation and Dilution*

J.D., May 1987
New York University School of Law

A.B., *magna cum laude*, Political Science, May 1984
Columbia University, Columbia College

EXPERIENCE

Simonson Associates, Inc., Englewood Cliffs, N.J. (2000-Current)
President and Founder. See www.simonsonassociates.com for full description of firm offerings.

Guideline Research Corporation, New York, N.Y. (1997-2000)
Vice President and Co-Head of division in charge of legal-related marketing research and brand equity research and consulting

Alex Simonson, Ph.D., Washington, D.C. (1994-1997)
Consultant/Researcher

Sorensen Marketing/Management Corp., New York, N.Y. (1990-1991)
Researcher (*Project basis only*): Designed & conducted primary survey research to determine brand, logo and ad perceptions, confusion, attitudes, brand awareness, and brand dilution. (Work included questionnaire design, sampling strategy, research design, content analysis, etc.)

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International Business Development Corp., New York, N.Y. (1990-1991)

Research Associate (Part-time): Conducted secondary and primary customer, competitor and industry analyses (for OEM markets) using CD-based and on-line data bases such as Lexis/Nexis, Disclosure, DJNS, ABI/Inform, BPO, etc., in-depth interviews, and telephone surveys. (IBDC is a consulting firm headed by former Booz, Allen and Hamilton principals.)

ACADEMIC EXPERIENCE

Fall 2008-Summer 2010

Seton Hall University, South Orange, N.J.

Associate Professor of Marketing (Executive/Scholar in Residence).

Fall 2000-Spring 2004 (visitor in year 2000-2001)

Seton Hall University, South Orange, N.J.

Associate Professor of Marketing (full time).

Fall 1995-Spring 2001 (on leave in 2000-2001)

Georgetown University School of Business, Washington, D.C.

Assistant Professor of Marketing (full time).

1993-1995

Fairleigh Dickinson University, Teaneck, N.J.

Assistant Professor of Marketing (full time).

Fall 1992

Baruch College, City University of New York, New York, N.Y.

Adjunct Lecturer of Business (undergraduate capstone course).

RESEARCH EXPERTISE

Brand strategy, identity and image including conceptualizations, managing identity, branding and design, empirical structure of "image," research for protection of brands.

Bridging legal theories of brand and advertising protection with marketing strategy and research (brand confusion, dilution, false advertising, deception, disparagement, warranties).

PUBLICATIONS

Books

Marketing Aesthetics: The Strategic Management of Brands, Identity and Image, 1997, The Free Press, Simon & Schuster (9th printing) (coauthored with B. Schmitt) (managerial business book presenting a new conceptual framework for understanding consumer responses to trade dress and how to manage trade dress). Foreign Translations and Editions: German, Japanese,

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Spanish, Chinese (2), Korean, Polish, Portuguese, Thai, Turkish, Romanian, Russian, English e-book, English paperback edition June 2009.

Edited Books

Proceedings of the 1998 Marketing & Public Policy Conference, American Marketing Association, 1998 (edited with A. Andreasen and N. C. Smith).

Book Chapters

"The Effectiveness of Intellectual Property Laws," in *The Handbook of Marketing and Society*, P. Bloom and G. Gundlach, eds., Sage Publications, pp. 312-334, 2001.

"Survey Evidence in False Advertising Cases," *Advertising Law in the New Media Age*, Practising Law Institute, pp. 309-347, October 2000.

Refereed Articles

"Coupling Brand or Organizational Identities through Partnering," Keynote Article, *Design Management Journal*, 9 (1). 9-14, 1998 (coauthored with B. Schmitt).

"Managing Corporate Image and Identity," *Long Range Planning*, 28 (5), 82-92, 1995. (coauthored with B. Schmitt and J. Marcus).

"Processes for Managing Image, Identity, and Design Within the Corporation," *Design Management Journal*, 6 (1), 60-63, 1995. (coauthored with B. Schmitt and J. Marcus).

"'Unfair' Advertising and the FTC: Structural Evolution of the Law and Implications for Marketing and Public Policy," *Journal of Public Policy and Marketing*, 14 (2), 321-327, 1995.

"Survey Evidence in Deceptive Advertising Cases Under the Lanham Act: An Historical Review of Comments From the Bench," *The Trademark Reporter*, 84 (5), 541-585, 1994. (coauthored with J. Jacoby and A. Handlin). Reprinted in Practising Law Institute Course (B4-7167) "False Advertising and the Law: Coping with Today's Challenges," September 1996.

"How and When do Trademarks Dilute: A Behavioral Framework to Judge 'Likelihood' of Dilution," *The Trademark Reporter*, 83 (2), 149-174, 1993.

"Permissible Puffery Versus Actionable Warranty in Advertising and Salestalk: An Empirical Investigation," *Journal of Public Policy and Marketing*, 12 (2), 216-234, 1993. (coauthored with M. B. Holbrook).

"Examining Consumer Losses and Dissatisfaction Due to Broken Sales and Service Agreements," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 4, 50-61, 1991.

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Other Articles

"Limits and Considerations in Control Groups," *The Intellectual Property Strategist*, Vol. 14, #9 (June) 2008, pp. 3-4.

"Survey Power," *The Intellectual Property Strategist*, Vol. 14, #3 (December) 2007, pp. 3-4.

"Online Interviewing For Use in Lanham Act Litigation," *The Intellectual Property Strategist*, Vol. 14, #2 (November) 2007, pp. 3-4.

"Survey Design and Methodology in False Advertising Cases," IP Review, (Spring), 2006, pp. 20-22.

"How Control Groups Can Help IP Attorneys to Meet Their Evidentiary Needs," *The Intellectual Property Strategist*, Vol. 8 #3 (December), pp. 5-6, 2001.

"How to Enhance Trademark Survey Evidence," *The Intellectual Property Strategist*, Vol. 6 #1 (October), pp. 1-3, 1999.

"Surveys on Trademark Confusion: Basic Differences," *The Intellectual Property Strategist*, Vol. 5 #2 (November), pp. 1,9-10, 1998.

"The 'Experiential Landscape'," *Marketing Review*, 53 (3), 1997.

Notes & Book Reviews

Review of "Brand Warfare" by David D'aLessandro with Michele Owens, submitted March 2003, *The Trademark Reporter*.

Review of "Essentials of Intellectual Property," by Poltorak and Lerner, *The Trademark Reporter*.

Review of "Intellectual Property in the Global Marketplace," by Simensky, Bryer, and Wilkof, April 2000, *The Trademark Reporter*.

Review of "Intellectual Property Infringement Damages: A Litigation Support Handbook," by Russell L. Parr, September 1999, *The Trademark Reporter*.

Review of *Defending Your Brand against Imitation*, by Judith Lynne Zaichkowsky, *Journal of Public Policy and Marketing*, 17, 1 (Spring), 1998, pp. 143-146.

Review of *The Impact of Advertising Law on Business and Public Policy*, by Ross Petty, *Journal of Marketing*, 58, 4 (October), 123-125, 1994.

"Warranties and the Law: Use Caution," comment on "Leverage Your Warranty Program" (Menezes and Quelch 1990): *Sloan Management Review*, 32, 2 (winter) 7-8, 1991.

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PRESENTATIONS

Corporate, Academic and Executive Presentations

The Reasonable Consumer: the Effective Use of Survey Evidence, NAD Annual Conference, "What's New in Comparative Advertising, Claim Support and Self-Regulation," New York, October 2010.

"Advanced Issues in Claims Substantiation", American Conference Institute, Advertising Law Conference, Advanced Claim Substantiation Workshop, New York, January 2009.

"Comparisons and Assessments of Online, Computer-Based and Traditional Methods for Advertising Perception Studies for use in Litigation and Self-Regulation," in *Consumer Perception: The Fine of the Consumer Survey, NAD Annual Conference*, "What's New in Comparative Advertising, Claim Support and Self-Regulation," New York, September 2007.

"Puffery: Marketing and Research Issues," in *Successful Comparative Advertising, NAD Annual Conference*, New York, Oct 2004.

"Can Actual Dilution Really Be Reliably and Validly Measured," in *Using and Defending Consumer Surveys in Advertising and Trademark Cases*, 2003 AMA Forum on Marketing and the Law, May 2003.

"Cognitive Psychology: Storage and Retrieval," in *Battle for the Brand, An Advanced Symposium on Trademarks and Marketing*, International Trademark Association (INTA and BNEF), March 2002.

"Survey Research in the Courtroom: An Introduction to Legal Research," American Association for Public Opinion Research, January 2002

"Empirical Evidence in NAD Proceedings," *2001 Marketing and Public Policy Conference*, May 2001.

"Brand Strategy and Experiential Marketing," Helsingin Sanomat (the largest media co. in Finland) and JOKO Executive Education, January 11-12, 2001, Helsinki, Finland.

"Claims and Communications Research for Legal Protection," co-taught with Robert Reitter at Guideline, to companies including American Home Products, Kraft and Bayer, 1998-2000.

"Experience the Experience," presentation to Long Haymes Carr Advertising Agency, Winston-Salem, N.C., August 1998.

"Experiential Marketing," *The Experiential Roundtable '98: Bringing Marketing & Corporate Communications to Life*, sponsored by The Jack Morton Company, New York City, member of brand expert roundtable, May 15, 1998.

"Protecting Brands and Identity," *Seminar in Corporate Identity*, Columbia Business School MBA Program, March 12, 1998.

"Integrated Brand Communications," *Council of Corporate Communications Executives and Council on Corporate Communications Strategy*, (council of most senior level communication

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executives from Fortune 500 companies), January 5-6, 1998, Miami Beach, Florida, The Conference Board.

"Developing a Corporate Image that is Positive, Enduring and Resilient," general session, one of 5-person panel, *1998 Corporate Image Conference -- Advancing Your Image, Building Your Brand and Managing Your Reputation*, January 27-28, 1998, New York City, The Conference Board.

"Creating Brand Identities," *Executive Seminar* sponsored by Desgripes Gobé & Associates Image and Identity Consulting, December 1997. (coauthored with B. Schmitt).

"Brand Management Through Aesthetics," *Brand Management Day*, Georgetown University School of Business, September 26, 1997.

"Protecting Brands and Trade Dress," *Seminar in Corporate and Brand Identity*, Columbia Business School MBA Program, March 13, 1997.

"Consumer Perceptions of Trade Dress," *1996 Association for Consumer Research Annual Conference*, October 1996. (coauthored with B. Schmitt).

"Corporate Aesthetics Management: A General Framework for Managing Identity, Image and Consumer Impressions," *1994 Association for Consumer Research Asia Pacific Conference*, Singapore, June 13-16, 1994. (coauthored with B. Schmitt and J. Marcus).

COURSES AND SEMINARS

Executive Teaching

"*Brand Strategy*," Executive MBA Program, Helsinki School of Economics and Business, April, 2001, Helsinki, Finland.

"*Branding Strategy*," In-House MBA Program, Pharmacia Upjohn, January 9-10, 2001, Helsinki, Finland.

"*Branding and Communications*," In-House MBA Program, UPM-Kymmene, September 2000, Hilton Fort Lee, New Jersey.

"*Building and Maintaining Strong Brands*," Executive Certificate Program, Georgetown University, McDonough School of Business, Washington, DC, April 2000.

"*Corporate Branding Strategy*," Executive MBA Program, Helsinki University of Technology, Washington, DC, March 2000.

"*Brand and Identity Strategy*," Executive MBA Program, Helsinki School of Economics and Business Administration, New York, October 1999.

"*Marketing Experiences*," Executive MBA Program, Helsinki School of Economics and Business Administration, New York, October 1998.

"*Marketing Strategy through Aesthetics*," Executive MBA Program, Helsinki School of Economics and Business, New York, October 1997.

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Co-author of executive program session entitled "*Managing a Brand's Aesthetic Identity*," for Columbia Business School Executive Marketing Program, Arden House, 1995.

Graduate and Undergraduate Courses Taught

Corporate Branding Strategy (MBA);
Building Strong Brands (MBA);
Marketing Strategies (MBA);
Building and Maintaining Strong Brands (undergraduate);
Consumer Behavior (MBA and undergraduate);
Marketing and Public Policy (MBA);
Marketing Research (MBA and undergraduate);
Marketing Research Seminar (MBA);
Principles of Marketing (undergraduate); and
Product Policy (undergraduate).

PROFESSIONAL POSITIONS AND HONORS

Editorial Board Memberships

Editorial Board Member, *The Trademark Reporter*, (a refereed scholarly journal on intellectual property published by the International Trademark Association), 1999-2009, Fall 2015.

Editorial Board Member, *The Intellectual Property Strategist* (an intellectual property newsletter published by Law Journal Newsletter), 1998-2004; 2007-current.

Editorial Board Member, *Journal of Public Policy & Marketing*, (a refereed scholarly journal published by the American Marketing Association), 1998-2012.

Other Professional Activities

Reviewer for the *Marketing and Public Policy Conference*, 1997, 1999, 2001-2003, 2011 (a refereed academic conference sponsored by Marketing Science Institute, AMA, and the *Journal of Public Policy & Marketing*, an AMA publication).

Invited panel member, Finnegan - Managing Intellectual Property's Trademark Roundtable Discussion - April 7, 2010.

Ad-hoc reviewer for the *Journal of Business Research*, Spring and Summer 2006.

Ad hoc reviewer for the *Journal of Macromarketing*, 2005.

Co-chair of conference entitled *Using and Defending Consumer Surveys in Advertising and Trademark Cases*, 2003 AMA Forum on Marketing and the Law, May 2003.

Ad-hoc reviewer for the *Journal of consumer Affairs*, Fall 2002, Spring 2003.

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Co-Chair for session entitled "The 'Unknown Worlds' of Self-Regulation" What About This! Novel Advertising Appeals," Marketing and Public Policy Conference, May 2001.

Reviewer for the *American Marketing Association Summer Educator's Conference*, 1999.

Reviewer for the *Asia Pacific Journal of Management*, Special issue entitled "Marketing in the Asia Pacific," Spring 1998.

Conference co-chair of the 1998 *Marketing and Public Policy Conference*, (a refereed academic conference sponsored by the Marketing Science Institute, the *Journal of Public Policy and Marketing* and the American Marketing Association).

Chair for session entitled "What About This! Novel Advertising Appeals," *Association for Consumer Research Annual Conference*, 1998.

Reviewer for the *Association for Consumer Research*, 1997, 1998 Annual Conferences (a refereed academic conference for scholars of consumer behavior).

Reviewer for the *Journal of Public Policy and Marketing*, Special Issue on International Issues in Law and Public Policy, 1997 (a refereed scholarly journal of the American Marketing Association).

Reviewer for the *American Marketing Association Winter Educator's Conference*, 1997.

Chair of session entitled "Affecting Consumers Through Identity and Design," *Association for Consumer Research Annual Conference*, 1996.

AWARDS & HONORS

Round Table Group Scholar (2001-Current).

Visiting Professor, Bozell Advertising, New York City. (1996).

MSI-Designated Top Research Priority Grant for "Visual Aspects of Corporate Identity", (1995 with Bernd H. Schmitt and Jin K Han)

Awarded Ph.D. degree "*with distinction*" (1 or 2 Graduate School of Business Ph.D.s per year (i.e., 10% approx.)). (1994).

Passed Ph.D. Oral Exam "*with honors*" (highest level) (June 1992).

Fellowship from Columbia University (1989 - 1993).

Appointed by Dean to the Integrity Board of Columbia Business School (1989 - 1993).

Appointed to the Board of Directors of the Association of Doctoral Candidates, Columbia Graduate School of Business (1991 - 1993).

Appointed as an editor of the *Journal of International Law and Politics*, New York University School of Law (1985-1986).

simonson associates, inc.

Brand Building and Protection Research and Consulting

CITATIONS TO WORK

McCarthy on Trademarks

Numerous leading marketing textbooks – (see Google books for list)

Numerous leading executive marketing books such as "legendary brands," creative breakthrough products," etc.

Kellogg on Branding: The Marketing Faculty of The Kellogg School of Management

Harvard Business Review

"Tom Peters" Web Site

Business Week

NPR Morning Edition

FoxNews Channel

BBC Television

The Washington Post

Forbes

Forbes ASAP

Advertising Age

Women's Wear Daily

The Conference Board (Various Reports and Publications)

Jack Morton & Co. – an Interpublic Company

Georgetown Business

Journal of Business Strategy

The Forward

RECENT TESTIMONY

Within the preceding *four years* I have provided deposition or trial testimony as an expert witness in connection with the following cases:

1. *Profoot, Inc. v. Merck, Inc.* (D.N.J. 11-7079) (9/14);
2. *Luxco, Inc. v. Consejo Regulador Del Tequila, A.C.* (TTAB Opposition # 91190827) (1/15);
3. *Clemmy's v. Nestle USA* (Sup. Crt. CA, Case # BC500811) (4/15);
4. *In re Certain Footwear Products* (International Trade Commission, 337-TA) (5/15);
5. *In re Certain Footwear Products* (International Trade Commission, 337-TA) (8/15);
6. *Koninklijke Philips v. Hunt Controls* (D.N.J. 11-cv-3684) (9/15);
7. *Ascension Health v. Ascension Insurance* (E.D. Mo., 4:15-cv-00283) (5/16);
8. *Profoot, Inc. v. Merck, Inc.* (D.N.J. 11-7079) (5/16);
9. *Buc-ee's, Ltd. v. Shepherd Retail, Inc.* (S.D. Tex., 4:15-CV-03704) (11/16);
10. *Koninklijke Philips v. Hunt Controls* (D.N.J. 11-cv-3684) (6/17).

APPENDIX B

RESEARCH NOW ONLINE PANEL INFORMATION



Research Now

ARF QEP Panel Profile Snapshots



e-Rewards Opinion Panels®

Background Information

Which description best characterizes your company?

Only panel management; supplier of interviews and programming of online surveys and reporting results in tables.

In what year did your online panel first begin operation, or was first available for use?

2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019

How would you categorize your sample source? *Category definitions are below:*

Panel - A pre-recruited and profiled respondent source, actively managed to promote cooperation; and driven to surveys using mostly email notification for survey opportunities.

Yes

A "river" or aggregation - A respondent source with intercepted online traffic from a variety of Internet sources (i.e., online traffic from banners or text links) that are driven to survey opportunities.

No

A hybrid panel/river - A respondent source combining intercepted online traffic from a variety of Internet sources (i.e., online traffic from banners or text links) and panels.

No

A database or list - A collection of respondent emails, and usually other profiling information, that has opted to participated in research, but is not actively maintained. This includes customer lists obtained from companies, or from 3rd-party sources.

No

Recruitment Method

Email invitation - partner website/ISP or client or purchased lists

90%-99%

Affiliate networks - at partner website/ISP or own website/ISP

1%-9%

Online recruitment - all other types (list and describe)

1

Do you use a router to assign respondents (i.e., screening respondents for multiple surveys)?

Yes, but selective use

As part of your registration process, do you use Captcha™ or similar software to eliminate automatic registration (bots) of surveys?

Yes

Do you check for suspicious IP addresses and prevent them from joining your panel? This includes correct geographic location, proxy server, and blacklisted IP addresses.

Yes

Incentive Reward System

Do respondents in your panel get a reward (such as cash, points, or sweepstakes entry) for a completed survey (i.e., excluding screenouts or over quota)?

Yes

Monetary incentive where respondent receives an outright cash gift (i.e., cash, paper check, pre-paid debit card, retailer-specific coupon, etc.)

1%-9%

Point system where respondent has some choice on the type of incentive, and to whom the money is paid (him/herself, charity, etc.)

90%-99%

Other method(s) (specify)

Each of our panel members earns e-Rewards currency or points (depending on the panel) for the time he/she spends answering market research surveys. Members can redeem their currency/points for a variety of valuable rewards that are of interest to them.

e-Rewards Opinion Panels®

Incentive Reward System (continued)

Calculated in dollars, on average what do respondents receive for filling out a consumer survey of 10 minutes (approximately 40 question items)?

Research Now's incentive program is based upon virtual currency, which panel members can exchange for valuable rewards. Our average online currency incentive varies by geographic region and panel, but ranges from \$2-\$3.

Among active panelists what is the average cumulative dollar value in rewards for all online surveys completed in the past 12 months? Base your answer on studies among consumers, not BTB or highly specialized targets.

Research Now's incentive program is based upon virtual currency, which panel members can exchange for valuable rewards. Research Now does not offer monetary value rewards outside of our program except in the case of Physician respondents.

Panel Management Protocols

Which of the following are used when inviting panelists to participate in online surveys?

Email sent by your company or a partner (e.g., with embedded links to the survey) Yes

Postal mail in conjunction with instructions for online data collection Yes

Do you routinely communicate with your panelists to inform them of changes or updates to your panel, or to show appreciation for their continued membership in your panel? Yes

How are the names or addresses of panelists verified or cross-checked for legitimacy?

Name or address matching using external data bases Yes

Digital fingerprinting or similar technologies Yes

Telephone verification No

Other (If yes, please describe below)

We deploy TrueSample to confirm identity. Panelists who fail validation are not removed from the panel, as we believe our exclusive "by invitation" recruitment ensures each panelist is a real customer of one of our sponsor companies.

Which, if any, of the following criteria are used to remove panelists?

Repeated non-response to survey invitations Yes

Repeatedly identified as exhibiting one or more measures of undesirable behavior (e.g., inconsistent response, straight-lining, speeding, etc.) Yes

Do you monitor panelist satisfaction? (If yes, please describe)

Yes, Research Now conducts a member satisfaction survey among panelists annually. We measure their satisfaction on elements such as frequency of invitations, value and diversity of incentives and redemption choices, their willingness to complete various lengths of surveys and Research Now's level of responsiveness to any questions or concerns they share with our Member Services team.

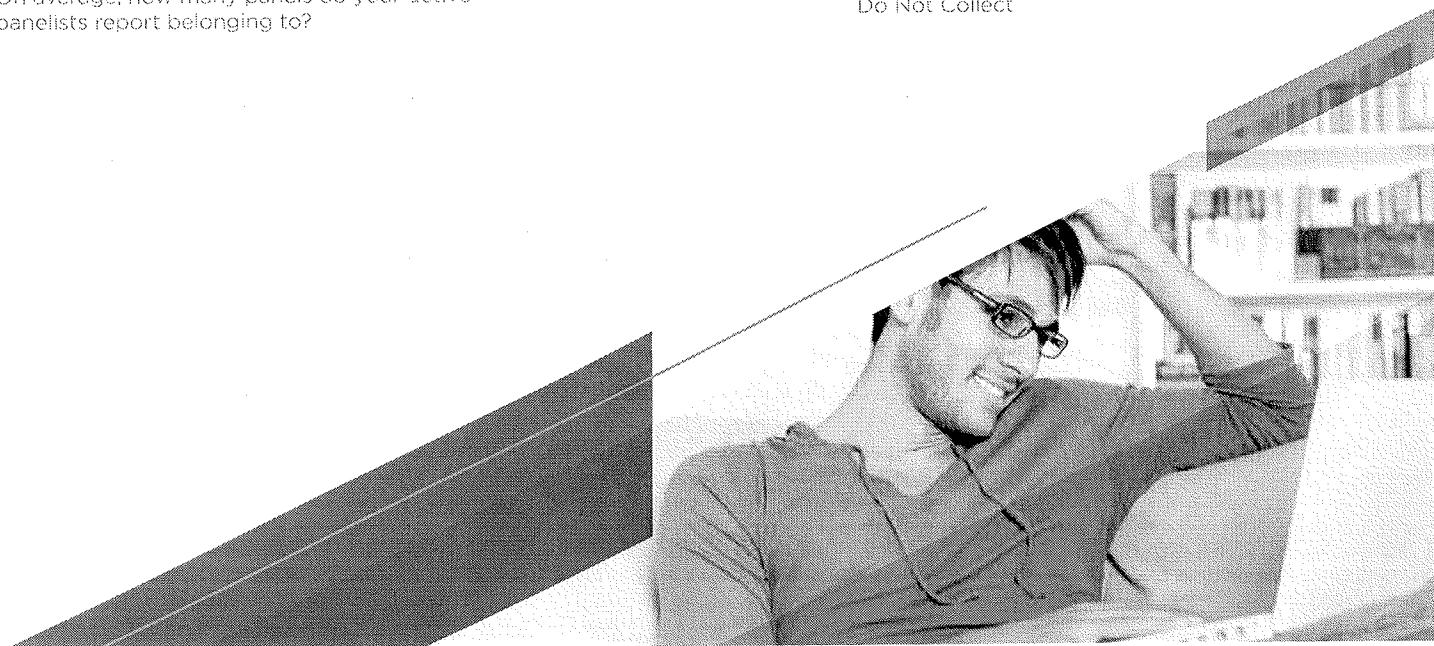
At Research Now, we believe that respondents are the "natural resource" that fuels the market research industry. As such, it is critical that respondents feel as though they receive a fair-value exchange for their time when participating in the research process. Our dedication to our panel members' satisfaction is a key reason that we enjoy among the highest response and retention rates of any online opinion panel in the industry.

e-Rewards Opinion Panels®

Project Related Standards					
	U.S. 10-15	U.K. 1-5	Canada 1-5	France 1-5	Germany 1-5
Average # of invites per active panelist per month					
Maximum permissible # of invites per active panelist per month					Dependent on panel activity which is monitored on a regular basis.
Average # of completed surveys per active panelist per month					<1
Permissible survey length (maximum) in minutes					In order to optimize the panel member experience and ensure high completion rates, we recommend a survey length of 20-30 minutes.
Median survey length (in minutes, for completed surveys)					15-20
Are you able to limit or restrict invitations to individual active panelists based on past participation by...					
Survey type (e.g., product tests, concept tests, awareness and use, tracking studies, etc.)?					Yes
Product or service category (e.g., laundry detergent, banking, software, automotive, etc.)?					No
Survey QA Standards					
Please indicate how you currently address issues related to speeding					
Absolute amount of elapsed time (e.g., versus internal benchmark figures)					Yes
Relative amount of elapsed time compared to the entire sample (e.g., by total sample percentiles)					Yes
Please indicate how you currently address issues related to dishonest respondents					
Inconsistent responses on flagged attributes					Yes
Conflicting descriptive or demographic data					Yes
Straightlining of grids or other forms of pattern response					Yes
Ownership of extremely low incidence products/categories					Yes
Please indicate how you currently address issues related to unengaged or inattentive respondents					
Identify those not responding thoughtfully (e.g., open-ended or descriptive questions)					Yes
Inconsistent responses on flagged attributes					Yes
Conflicting descriptive or demographic data					Yes
Straightlining of grids or other forms of pattern response					Yes
Privacy Policy					
Do you have a respondent privacy policy?					http://www.e-rewards.com/privacypolicy.do
Has a declaration or statement of de-duplication been submitted, and/or signed by an officer of the company?					No

e-Rewards Opinion Panels®

Panel Capacity Metrics	U.S.	U.K.	CANADA	FRANCE	GERMANY
Total number of "active panelists" available for research as of today's date	3,000,000	360,000	390,000	65,000	20,000
Are there any special populations that differentiate your panel from others?	Yes, B2B, Youth (Ages 13-24), Expectant and New Mothers, Affluent Consumers, Frequent Travelers				
Maximum representative sample size based on "active panelists", based on latest US Census figures. Examples of key demographic factors are shown at right	400,000	N/A	N/A	N/A	N/A
Average percent RESPONSE RATE for all consumer surveys among active panelists			17% - 23%		
Average RESPONSE RATE for a TYPICAL survey (e.g., 15 minute, general rep sample)			17% - 23%		
For what percent of active panelists is the following demographic data available?					
Age	98%	94%	95%	95%	87.0%
Gender	93%	99%	98%	99%	98.0%
Household Income	95%	82%	85%	90%	77.0%
Household Size	89%	90%	85%	92%	80.0%
State	100%	N/A	99%	N/A	N/A
Market Size	100%	N/A	N/A	N/A	N/A
Race/Ethnicity	95%	82%	80%	N/A	N/A
Presence of Children	40%	34%	29%	40%	26.0%
Panelist Profile Metrics	U.S.	U.K.	CANADA	FRANCE	GERMANY
Among active panelists, what proportion of your panel have been members for...					
3+ years	20%	6%	18%	32%	15.5%
1-3 years	31%	58%	34%	49%	33.1%
7-12 months	11%	8%	16%	4%	17.0%
4-6 months	12%	13%	7%	1%	6.8%
3 months or less	27%	16%	25%	13%	27.5%
What proportion of your active panelists indicate they belong to multiple panels (self-report)?	1%-9%	1%-9%	1%-9%	1%-9%	1%-9%
On average, how many panels do your active panelists report belonging to?			Do Not Collect		



Valued Opinion Panels™

Background Information

Which description best characterizes your company?

Only panel management: supplier of interviews and programming of online surveys and reporting results in tables.

In what year did your online panel first begin operation, or was first available for use?

2001

How would you categorize your sample source? *Category definitions are below:*

Panel - A pre-recruited and profiled respondent source, actively managed to promote cooperation, and driven to surveys using mostly email notification for survey opportunities.

Yes

A "river" or aggregation - A respondent source with intercepted online traffic from a variety of Internet sources (i.e., online traffic from banners or text links) that are driven to survey opportunities.

No

A hybrid panel/river - A respondent source combining intercepted online traffic from a variety of Internet sources (i.e., online traffic from banners or text links) and panels.

No

A database or list - A collection of respondent emails, and usually other profiling information, that has opted to participated in research, but is not actively maintained. This includes customer lists obtained from companies, or from 3rd-party sources.

No

Recruitment Method

Email invitation - to own list or panel...

5%

Email invitation - partner website/ISP or client or purchased lists

10%

Online registration - at own website, respondent unsolicited

10%

Online registration - at partner website/ISP or client website

25%

Referrals - refer a friend program

10%

Affiliate networks - at partner website/ISP or own website/ISP

30%

Online recruitment - all other types (list and describe)

10%

Do you use a router to assign respondents (i.e., screening respondents for multiple surveys)?

Yes, but selective use

As part of your registration process, do you use Captcha™ or similar software to eliminate automatic registration (bots) of surveys?

Yes

Do you check for suspicious IP addresses and prevent them from joining your panel? This includes correct geographic location, proxy server, and blacklisted IP addresses.

Yes

Incentive Reward System

Do respondents in your panel get a reward (such as cash, points, or sweepstakes entry) for a completed survey (i.e., excluding screenouts or over quota)?

Yes

Monetary incentive where respondent receives an outright cash gift (i.e., cash, paper check, pre-paid debit card, retailer-specific coupon, etc.)

90%-99%

Point system where respondent has some choice on the type of incentive, and to whom the money is paid (him/herself, charity, etc.)

1%-9%

Lottery tickets for chance to win (i.e., from state lottery)

5%

Valued Opinion Panels™

Incentive Reward System (continued)

Calculated in dollars, on average what do respondents receive for filling out a consumer survey of 10 minutes (approximately 40 question items)?

US - 1.00 USD
UK - 0.50 GBP
Canada - 1.00 CAN
EU - 0.75 Euro

Among active panelists what is the average cumulative dollar value in rewards for all online surveys completed in the past 12 months? Base your answer on studies among consumers, not BTB or highly specialized targets.

Research Now's incentive program is based upon virtual currency, which panel members can exchange for valuable rewards. Research Now does not offer monetary value rewards outside of our program except in the case of Physician respondents.

Panel Management Protocols

Which of the following are used when inviting panelists to participate in online surveys?

Email sent by your company or a partner (e.g., with embedded links to the survey) Yes

Postal mail in conjunction with instructions for online data collection Yes

Do you routinely communicate with your panelists to inform them of changes or updates to your panel, or to show appreciation for their continued membership in your panel? Yes

How are the names or addresses of panelists verified or cross-checked for legitimacy?

Name or address matching using external data bases Yes

Digital fingerprinting or similar technologies Yes

Telephone verification No

Other (If yes, please describe below) No

Which, if any, of the following criteria are used to remove panelists?

Repeated non-response to survey invitations Yes

Repeatedly identified as exhibiting one or more measures of undesirable behavior (e.g., inconsistent response, straight-lining, speeding, etc.) Yes

Do you monitor panelist satisfaction? (If yes, please describe)

Yes, Research Now conducts a member satisfaction survey among panelists annually. We measure their satisfaction on elements such as frequency of invitations, value and diversity of incentives and redemption choices, their willingness to complete various lengths of surveys and Research Now's level of responsiveness to any questions or concerns they share with our Member Services team.

At Research Now, we believe that respondents are the "natural resource" that fuels the market research industry. As such, it is critical that respondents feel as though they receive a fair-value exchange for their time when participating in the research process. Our dedication to our panel members' satisfaction is a key reason that we enjoy among the highest response and retention rates of any online opinion panel in the industry.

Valued Opinion Panels™

Project Related Standards		U.S. 10-20	U.K. 20-25	Canada 15-25	France 10-15	Germany 11-16
Average # of invites per active panelist per month				Spain 4-6	Italy 5-10	
Maximum permissible # of invites per active panelist per month					Dependent on panel activity which is monitored on a regular basis	
Average # of completed surveys per active panelist per month						~1
Maximum permissible # of completed surveys per active panelist per month					Dependent on panel activity which is monitored on a regular basis	
Email reminder frequency to active panelists						Up to 2 per project
Permissible survey length (maximum) in minutes					In order to optimize the panel member experience and ensure high completion rates, we recommend a survey length of 20-30 minutes.	
Median survey length (in minutes, for completed surveys)						15-20
Are you able to limit or restrict invitations to individual active panelists based on past participation by... Survey type (e.g., product tests, concept tests, awareness and use, tracking studies, etc.)?						Yes
Product or service category (e.g., laundry detergent, banking, software, automotive, etc.)?						No
Survey QA Standards						
Please indicate how you currently address issues related to speeding						
Absolute amount of elapsed time (e.g., versus internal benchmark figures)						Yes
Relative amount of elapsed time compared to the entire sample (e.g., by total sample percentiles)						Yes
Please indicate how you currently address issues related to dishonest respondents						
Inconsistent responses on flagged attributes						Yes
Conflicting descriptive or demographic data						Yes
Straightlining of grids or other forms of pattern response						Yes
Ownership of extremely low incidence products/categories						Yes
Do you use Captcha™ or similar software to verify that "bots" are not responding						Yes
Please indicate how you currently address issues related to unengaged or inattentive respondents						
Identify those not responding thoughtfully (e.g., open-ended or descriptive questions)						Yes
Inconsistent responses on flagged attributes						Yes
Conflicting descriptive or demographic data						Yes
Straightlining of grids or other forms of pattern response						Yes
Privacy Policy						
Do you have a respondent privacy policy? http://www.valuedopinions.com/eng/pages-footer-navigation/privacy-statement/						
Has a declaration or statement of de-duplication been submitted, and/or signed by an officer of the company?						No

Valued Opinion Panels™

Panel Capacity Metrics	U.S.	U.K.	CANADA	FRANCE	GERMANY	SPAIN	ITALY
Total number of "active panelists" available for research as of today's date	600,000	415,000	235,000	205,000	230,000	95,000	75,000
Are there any special populations that differentiate your panel from others?	Yes, B2B, Youth (Ages 13-24), Expectant and New Mothers, Affluent Consumers, Frequent Travelers						
Average percent RESPONSE RATE for all consumer surveys among active panelists	7.0%	12.0%	7.0%	16.0%	16.0%	25.0%	25.0%
Average RESPONSE RATE for a TYPICAL survey (e.g., 15 minute, general rep sample)	7.0%	12.0%	7.0%	16.0%	16.0%	25.0%	25.0%
For what percent of active panelists is the following demographic data available?							
Age	99.98%	99.70%	99.93%	99.99%	99.88%	99.98%	99.99%
Gender	99.98%	99.79%	99.85%	99.99%	99.88%	89.42%	99.81%
Household Income	42.29%	78.79%	73.04%	59.47%	61.87%	75.2%	81.66%
Household Size	62.53%	74.69%	70.21%	54.48%	61.67%	62.13%	73.39%
State	94.46%	99.12%	97.11%	88.46%	93.94%	76.26%	84.31%
Market Size	N/A	N/A	N/A	N/A	N/A	N/A	26.1%
Race/Ethnicity	64.55%	45.19%	61.67%	N/A	N/A	N/A	N/A
Presence of Children	24.41%	27.14%	21.28%	29.05%	15.32%	30.23%	30.23%
Panelist Profile Metrics	U.S.	U.K.	CANADA	FRANCE	GERMANY	SPAIN	ITALY
Among active panelists, what proportion of your panel have been members for...							
3+ years	N/A	13.7%	14.3%	13.6%	11.3%	17.7%	16.5%
1-3 years	21.8%	25.6%	28.4%	25.6%	19.3%	33.1%	39.3%
7-12 months	27.1%	26.1%	21.7%	34.3%	20.7%	10.6%	17.0%
4-6 months	19.1%	17.4%	16.4%	18.9%	26.0%	24.5%	17.1%
3 months or less	32.0%	17.1%	19.2%	7.5%	22.7%	14.1%	12.8%
What proportion of your active panelists indicate they belong to multiple panels (self-report)?	64.4%	44.0%	51.1%	33.6%	34.4%	35.1%	14.3%
On average, how many panels do your active panelists report belonging to?				2 - 4			



Social Media Sample

Background Information

Which description best characterizes your company?

Only panel management; supplier of interviews
AND programming of online surveys.

In what year did your online panel first begin operation, or was first available for use?

2007

How would you categorize your sample source? *Category definitions are below:*

Panel - A pre-recruited and profiled respondent source, actively managed to promote cooperation, and driven to surveys using mostly email notification for survey opportunities.

No

A "river" or aggregation - A respondent source with intercepted online traffic from a variety of Internet sources (i.e., online traffic from banners or text links) that are driven to survey opportunities.

No

A hybrid panel/river - A respondent source combining intercepted online traffic from a variety of Internet sources (i.e., online traffic from banners or text links) and panels.

No

A database or list - A collection of respondent emails, and usually other profiling information, that has opted to participated in research, but is not actively maintained. This includes customer lists obtained from companies, or from 3rd-party sources.

No

If hybrid, what percent of all "active panelists" (i.e., those who have responded to any email invitation, answered any screening question, completed any survey, or had any account activity in the past six months) are part of a panel (as opposed to another classification)?

100%

Recruitment Method

Online recruitment - all other types (list and describe)

1

Do you use a router to assign respondents (i.e., screening respondents for multiple surveys)?

No

What percentage of outgoing invitations are passed through your router system?

1

As part of your registration process, do you use Captcha™ or similar software to eliminate automatic registration (bots) of surveys?

No

Do you check for suspicious IP addresses and prevent them from joining your panel? This includes correct geographic location, proxy server, and blacklisted IP addresses.

Yes

Incentive Reward System

Do respondents in your panel get a reward (such as cash, points, or sweepstakes entry) for a completed survey (i.e., excluding screenouts or over quota)?

Yes

Other method(s) (specify)

Respondents are incentivized with virtual currency.

Social Media Sample

Panel Management Protocols

Which of the following are used when inviting panelists to participate in online surveys?

Other (If "Yes", please provide additional detail below)

Yes, iFrame embedded into various networks and applications.

Do you routinely communicate with your panelists to inform them of changes or updates to your panel, or to show appreciation for their continued membership in your panel?

Daily or Real-Time

How are the names or addresses of panelists verified or cross-checked for legitimacy?

Digital fingerprinting or similar technologies

Yes

Which, if any, of the following criteria are used to remove panelists?

Repeated non-response to survey invitations

Yes

Repeatedly identified as exhibiting one or more measures of undesirable behavior (e.g., inconsistent response, straight-lining, speeding, etc.)

Yes

Being unable to verify respondent identity using multiple methods (such as described above)

Yes

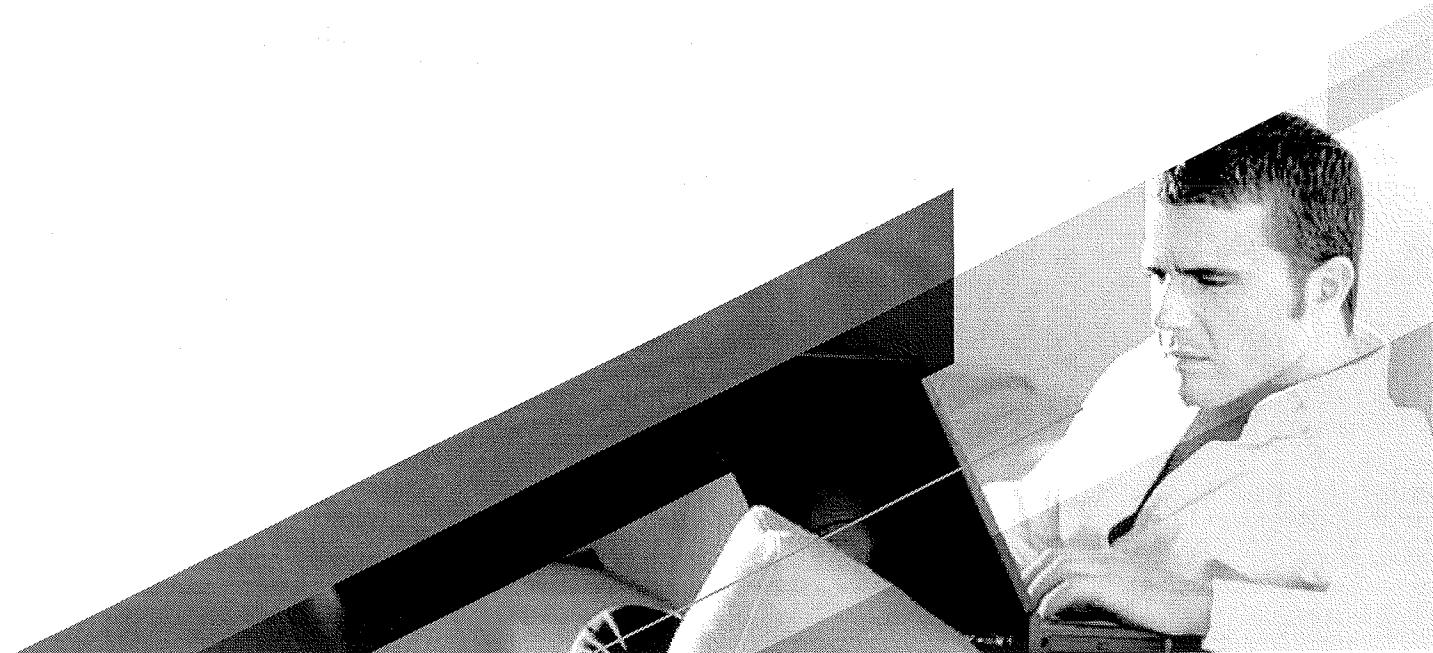
Do you monitor panelist satisfaction? (If yes, please describe)

Yes. Research Now conducts a member satisfaction survey among panelists annually. We measure their satisfaction on elements such as frequency of invitations, value and diversity of incentives and redemption choices, their willingness to complete various lengths of surveys and Research Now's level of responsiveness to any questions or concerns they share with our Member Services team.

At Research Now, we believe that respondents are the "natural resource" that fuels the market research industry. As such, it is critical that respondents feel as though they receive a fair-value exchange for their time when participating in the research process. Our dedication to our panel members' satisfaction is a key reason that we enjoy among the highest response and retention rates of any online opinion panel in the industry.

Social Media Sample

Project Related Standards	
Average # of completed surveys per active panelist per month	2.1/month
Maximum permissible # of completed surveys per active panelist per month	5/month
Permissible survey length (maximum) in minutes	In order to optimize the panel member experience and ensure high completion rates, we recommend a survey length of 20 minutes or less.
Median survey length (in minutes, for completed surveys)	15-18
Survey QA Standards	
Please indicate how you currently address issues related to speeding	
Absolute amount of elapsed time (e.g., versus internal benchmark figures)	Yes
Please indicate how you currently address issues related to dishonest respondents	
Inconsistent responses on flagged attributes	Yes
Conflicting descriptive or demographic data	Yes
Straightlining of grids or other forms of pattern response	Yes
Please indicate how you currently address issues related to unengaged or inattentive respondents	
Identify those not responding thoughtfully (e.g., open-ended or descriptive questions)	Yes
Inconsistent responses on flagged attributes	Yes
Conflicting descriptive or demographic data	Yes
Straightlining of grids or other forms of pattern response	Yes
Privacy Policy	
Do you have a respondent privacy policy?	http://www.peanulabs.com/marketresearch/privacy.php
Has a declaration or statement of de-duplication been submitted, and/or signed by an officer of the company?	No



Social Media Sample

Panel Capacity Metrics

Total number of "active panelists" available for research as of today's date

1,946,960

Are there any special populations that differentiate your panel from others?

Yes, Teens (aged 13-18), Gamers, Expectant and New Mothers

Average percent RESPONSE RATE for all consumer surveys among active panelists

30%

Average RESPONSE RATE for a TYPICAL survey (e.g. 15 minute, general rep sample)

30%

For what percent of active panelists is the following demographic data available?

Age	100%
Gender	100%
Household Income	100%
State	100%
Race/Ethnicity	100%
Presence of Children	100%

Panelist Profile Metrics

Among active panelists, what proportion of your panel have been members for...

3+ years	0%
1-3 years	5%
7-12 months	10%
4-6 months	20%
3 months or less	65%



www.researchnow.com

For more information about
Research Now or for a custom quote,
contact us at info@researchnow.com.

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APPENDIX C

PROGRAMMING TEMPLATE FOR
SCREENING QUESTIONNAIRE
AND
MAIN QUESTIONNAIRE

SIMONSON ASSOCIATES, INC.
Englewood Cliffs, New Jersey 07632

December 2017
Job #: 434-17.12.01

TERM PERCEPTION STUDY
- ONLINE SCREENER -

[programming note – disable “previous” - don’t allow “back” browser usage]

[programming note – do not show question numbers or letters]

[programming note – user large font 12-14 point]

[programming note – FIRST TIMER TO START HERE: MIN TIME 2 MIN FROM START OF SCREENER TO END OF MAIN]

[programming note – two cells, RR and CC. Quota is assigned PER CELL separately.]

Please ensure your speakers are turned on, or you can use headphones, as you need to listen and identify the sound of an animal.

[new screen]
[PLAY SOUND]

Please identify the animal you just heard.

[DROP DOWN]

If matches, continue.

If doesn't match, terminate.

[new screen]

Please note that we are not selling anything. Your answers will be analyzed together with other survey participants and will not be used for sales or promotions of a product.

[new screen]

1. What type of device are you using to complete this questionnaire?

Cell phone or smart phone	Continue
Tablet	Skip to QA
Laptop or Desktop	Skip to QA
TV based browser (like Roku or Apple TV)	Skip to QA
Game station browser (like Xbox or Playstation)	Skip to QA

[new screen]

2. We would like you to complete this survey on a tablet, laptop or desktop computer or any full internet browser like on a TV or game station where you can hear audio files via speakers or a headset. Do you have access to one of these?

Yes	1	Continue
No	2	Terminate
Not Sure/Don't Know	3	Terminate

[new screen]

434-17.12.01 Screener Page 1

3. Please exit this window and log on to your tablet, laptop, or desktop computer or any full internet browser like on a TV or game station where you can hear audio filed via speakers or a headset. You can return to this survey on your other device by clicking the link in the email invitation you received for this survey.

[TERMINATE INTERVIEW. WHEN RESPONDENT LOGS ON FROM OTHER DEVICE, RESTART SURVEY AT Q1. IF AFTER RETURNING, RESPONDENT AGAIN ANSWERS "CELLPHONE OR SMART PHONE" IN RESPONSE TO Q1, TERMINATE]

[new screen]

- A. Please indicate your gender

Male	1	Continue
Female	2	Continue

[new screen]

- B. Please indicate your age

Under 18	1	Terminate
18-34	2	Continue
35-49	3	Continue
50+	4	Continue

[new screen]

- C. What State do you live in?
[drop down]

[new screen]

NOTE Completed Quotas

	M	F
18-34	15.5%	15.1%
35-49	13.5%	13.7%
50+	19.6%	22.7%

NE 18%
MW 22%
S 37%
W 23%

[new screen]

- D. Do you or does anyone living in your household work ...

	Yes	No	Don't Know/ Not Sure
1 - In advertising or promotion?.....	1	2	3
2 - In marketing research?	1	2	3

[If "Yes" or "DK/NS" to any, terminate.]

[new screen]

E. On the device you're using now, are you or are you not able to hear audio files and record your responses including writing full words and descriptions?

I am able	1	Continue
I am not able	2	Terminate
Not Sure/ Don't Know	3	Terminate

[new screen]

F. Are you taking this survey alone or with someone else?

Alone	1	Continue
With someone else	2	Terminate

[new screen]

G. Please choose the option below that indicates color:
[ROTATE CHOICES] [TERMINATE IF NOT ORANGE]

Fast
Strong
Orange
Large

[new screen]

[programming note – use 14 point or larger font for this section]

Because the survey is short – just a few minutes, please follow these directions.

- please don't start and stop in the middle. The survey may time-out.
- please proceed at a normal pace; don't rush through.
- please be sure nobody else is helping out or sharing in responding.
- please close all open web browsing windows except this window in which you are completing the survey and do not open any other browsing windows while taking the survey.
- please give your full answer before advancing to the next question; you cannot change prior answers by going backwards.

H. Do you agree with all this and are you able to complete the survey now?

Yes	1	Continue to main – Start second timer
No	2	Terminate

[programming note –SECOND TIMER TO START ONCE RESPONDENT CONTINUES FROM HERE:
MAX TIME FROM THIS POINT ON IS 10 MINUTES]

SIMONSON ASSOCIATES, INC.
Englewood Cliffs, New Jersey 07632

December 2017
Job #: 434-17.12.01

TERM PERCEPTION STUDY
- ONLINE MAIN -

[programming note – do not show question numbers or letters]

[new screen]

In this survey, there are no right or wrong answers, but there are questions that ask for your beliefs and understanding. Please do your best to answer each question to the best of your beliefs and understanding. If there's any question that you cannot answer, please don't guess. Just indicate "Don't Know/Not Sure," and proceed to the next question.

[new screen]

Qa For the first question, please click on the audio file and listen to the question.

[Insert audio clip link 1 for cell RR or CC]

[NOTE text of audio clip 1:

Cell RR: Have you or haven't you heard the term (pause) Kars 4 Kids? Please just indicate, I have, I haven't or don't know/not sure.

Cell CC: Have you or haven't you heard the term (pause) Gifts for kids? Please just indicate, I have, I haven't or don't know/not sure.

]

[new screen]

Qb Were you able to hear the question clearly?

Yes	-	Skip to Q1
No	-	Ask Qc
Don't Know/Not Sure	-	Ask Qc

[new screen]

Qc Please check to see that your speakers and/or headset is on and that your computer volume is not muted and is set properly. Then please press continue and you can try again to hear the question.

[new screen]

Qd For the first question, please click on the audio file and listen to the question.

[Insert audio clip 1 link for cell RR or CC]

[new screen]

Qe Were you able to hear the question the second time?

Yes	-	Ask Q1
No	-	Terminate

[new screen]

Q1 Please record your answer below. If you don't recall the term and need to hear the term again, please click the play button below.

[insert audio clip 2 for RR or CC – just the term]

[NOTE text of audio clip 2:

Cell RR: Kars 4 Kids.

Cell CC: Gifts for kids.]

- | | | |
|---------------------------|---|--------------|
| I have heard the term | - | Ask Q2 |
| I have not heard the term | - | Skip to Cert |
| Don't know/Not Sure | - | Skip to Cert |

[new screen]

[rotate ½ i and ½ ii – never ask both – just either i or ii]

Q2i Do you associate the term you just heard with one particular organization or with more than one organization?

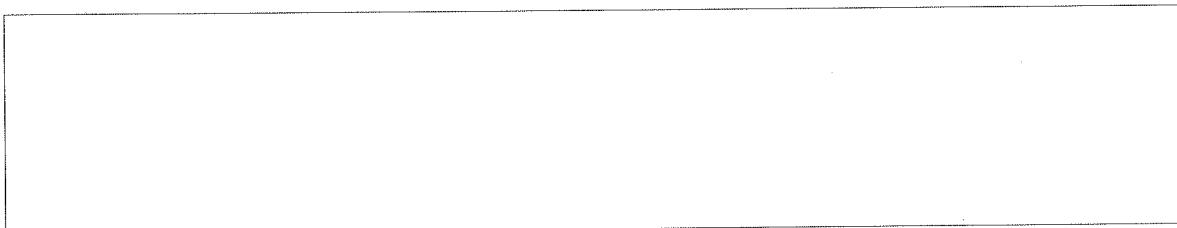
- | | | |
|-----------------------------|---|--------------|
| One particular organization | - | Ask Q3 |
| More than one organization | - | Skip to Cert |
| Don't know/Not Sure | - | Skip to Cert |

Q2ii Do you associate the term you just heard with more than one organization or with one particular organization?

- | | | |
|-----------------------------|---|--------------|
| More than one organization | - | Skip to Cert |
| One particular organization | - | Ask Q3 |
| Don't know/Not Sure | - | Skip to Cert |

[new screen]

Q3 Please tell us anything you can recall or identify about this organization or its advertising that will help us to know what organization you're referring to. **[record verbatim]**



Don't Know/Not Sure

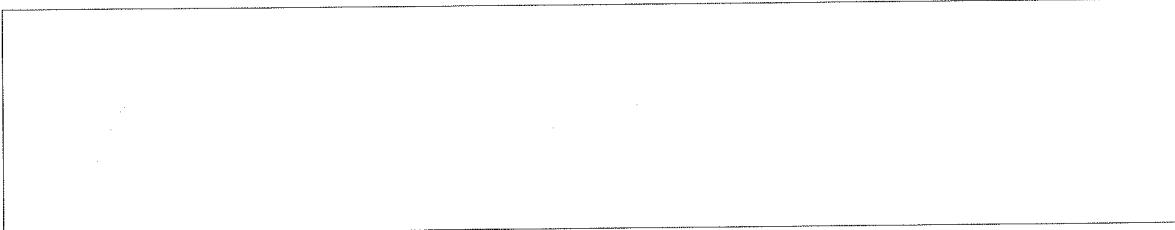
[new screen]

Q4 To the best of your recollection, have you or haven't you heard this organization's jingle?

- | | | |
|---------------------|---|--------------|
| I've heard it | - | Ask Q5 |
| I've not heard it | - | Skip to Cert |
| Don't Know/Not Sure | - | Skip to Cert |

[new screen]

Q5 If you haven't already done so in any earlier question, so that we know what jingle you're referring to and so we can identify it, please write out as much of the jingle that you can recall word-for-word, as best as you can.. [record verbatim]



Don't Know/Not Sure
Did so in earlier question

[new screen]

[CERT]

Please check here to I certify that:

I am the panel member who took the above interview and I did so alone without the help or input of anybody else. I did not open any other web pages while taking the survey.

[IF RESPONDENT DOES NOT CHECK, SURVEY IS CONSIDERED AN INCOMPLETE]

APPENDIX D

AUDIO RECORDINGS (TEST AND CONTROL)

APPENDIX E

DATA BY RESPONDENT

Appendix E

Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladio Secondary Meaning Question
100155	Male	50+	S	Kars 4 Kids	Don't Know/Not Sure	Not asked
100639	Female	50+	S	Kars 4 Kids	Haven't heard the term	More than one organization
100652	Female	18-34	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
101041	Female	18-34	NE	Gifts for kids	Have heard the term	Don't Know/Not Sure
101729	Female	50+	MW	Gifts for kids	Have heard the term	One particular organization
102082	Male	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
102101	Male	18-34	MW	Kars 4 Kids	Have heard the term	One particular organization
102182	Male	50+	NE	Gifts for kids	Haven't heard the term	Not asked
102299	Female	18-34	NE	Kars 4 Kids	Have heard the term	One particular organization
102689	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
103302	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
103339	Male	18-34	W	Gifts for kids	Have heard the term	One particular organization
103952	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
105241	Male	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
105419	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
105573	Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
105954	Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
106074	Female	50+	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
106436	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
106724	Female	50+	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
106912	Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
106960	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
107018	Female	35-49	W	Gifts for kids	Have heard the term	Don't Know/Not Sure
108170	Female	18-34	W	Gifts for kids	Have heard the term	More than one organization
108984	Female	35-49	NE	Kars 4 Kids	Haven't heard the term	Not asked
109072	Male	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
109116	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
109861	Female	18-34	S	Kars 4 Kids	Have heard the term	One particular organization
110435	Male	18-34	NE	Gifts for kids	Have heard the term	More than one organization
110980	Male	50+	W	Gifts for kids	Don't Know/Not Sure	Not asked
112500	Male	35-49	NE	Kars 4 Kids	Have heard the term	More than one organization
113322	Female	18-34	S	Gifts for kids	Haven't heard the term	Not asked
113579	Female	18-34	W	Kars 4 Kids	Have heard the term	Don't Know/Not Sure

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Resp ID	About the Organization	Filter	Jingle
100155			
100639			
100652			
101041			
101729			
102082		2	
102101	Donate cars	1	1800 cara for kids. 1800 cars for kids. Donate your car today
102182		2	
102299			
102689			
103302			
103339		1	
103952			
105241			
105419			
105573			
105954			
106074			
106436			
106724			
106912			
106960			
107018			
108170			
108984			
109072			
109116	Cars for kids. Where you donate your car to provide help to children in need	1	Karz for kids. I'm not sure of the rest, haven't heard it in a while
109861			
110435			
110980			
112500			
113322			
113579			

Appendix E

Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
113890	Female	50+	MW	Gifts for kids	Don't Know/Not Sure	Not asked
115975	Male	50+	W	Gifts for kids	Don't Know/Not Sure	Not asked
116256	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
116730	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
117411	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
117744	Female	35-49	NE	Gifts for kids	Don't Know/Not Sure	Not asked
118810	Male	50+	S	Gifts for kids	Don't Know/Not Sure	Not asked
119404	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked
119474	Female	18-34	S	Gifts for kids	Have heard the term	One particular organization
119921	Male	18-34	W	Kars 4 Kids	Have heard the term	One particular organization
120092	Female	18-34	S	Gifts for kids	Haven't heard the term	Not asked
120537	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
120933	Male	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
121975	Male	35-49	NE	Kars 4 Kids	Don't Know/Not Sure	Not asked
122734	Male	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
123163	Female	35-49	MW	Kars 4 Kids	Don't Know/Not Sure	Not asked
124253	Female	18-34	NE	Gifts for kids	Have heard the term	More than one organization
124402	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
125150	Female	50+	S	Kars 4 Kids	Have heard the term	One particular organization
125296	Male	18-34	NE	Gifts for kids	Haven't heard the term	Not asked
125572	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
125981	Male	50+	NE	Gifts for kids	Haven't heard the term	Not asked
126455	Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
127233	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
127447	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
130106	Male	18-34	MW	Gifts for kids	Have heard the term	One particular organization
130412	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
130736	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
130788	Male	35-49	S	Gifts for kids	Haven't heard the term	Not asked
130790	Female	50+	W	Kars 4 Kids	Have heard the term	One particular organization
131703	Male	18-34	NE	Gifts for kids	Have heard the term	One particular organization
132391	Male	18-34	W	Kars 4 Kids	Have heard the term	Don't Know/Not Sure

Appendix E

Resp ID	About the Organization	Filter	Jingle
113890			
115975			
116256			
116730			
117411			
117744			
118810			
119404			
119474	Toys R Us	1	
119921	i think its a charity.	3	
120092			
120537			
120933			
121975			
122734			
123163			
124253			
124402			
125150		3	
125296			
125572			
125981			
126455			
127233			
127447			
130106	Gifts.com	2	
130412			
130736			
130788	a group of kids singing as if in a rock band singing about cars for kids	1	cars for kids
130790			
131703		2	
132391			

Appendix E

Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
132567	Female	18-34	W	Gifts for kids	Have heard the term	One particular organization
135795	Male	18-34	MW	Gifts for kids	Have heard the term	One particular organization
136304	Male	50+	NE	Gifts for kids	Have heard the term	Don't Know/Not Sure
137713	Male	35-49	W	Gifts for kids	Haven't heard the term	Not asked
138017	Female	18-34	S	Gifts for kids	Haven't heard the term	Not asked
138379	Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
139446	Male	50+	W	Kars 4 Kids	Have heard the term	One particular organization
139680	Male	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
139697	Female	18-34	NE	Gifts for kids	Have heard the term	One particular organization
140001	Female	50+	NE	Gifts for kids	Haven't heard the term	Not asked
140600	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
141547	Female	35-49	W	Gifts for kids	Haven't heard the term	Not asked
142216	Male	18-34	S	Gifts for kids	Have heard the term	One particular organization
142937	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
143435	Male	50+	S	Kars 4 Kids	Have heard the term	One particular organization
143833	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
144006	Male	35-49	MW	Gifts for kids	Don't Know/Not Sure	Not asked
144248	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked
144375	Male	35-49	MW	Kars 4 Kids	Have heard the term	One particular organization
144696	Female	35-49	NE	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
144802	Male	50+	W	Kars 4 Kids	Have heard the term	One particular organization
144838	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
144886	Female	35-49	NE	Kars 4 Kids	Haven't heard the term	Not asked
145506	Female	35-49	NE	Gifts for kids	Have heard the term	Don't Know/Not Sure
145544	Female	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
146123	Male	18-34	W	Kars 4 Kids	Have heard the term	One particular organization

Appendix E

Resp ID	About the Organization	Filter	Jingle
132567	custom made gifts for kids that includes stitching and embroiderying	2	
135795	Toys Kids	3	
136304			
137713			
138017			
138339			
139446	radio ad	1	1800 cars for kids, repeat.....
139680			
139697	getting stuff for kids in need	1	its a very good organstion that tries to give the best for kids
140001			
140600			
141547			
142216	Just general giving	3	
142937			
143435	Cars for kids is a charity where you can donate your car	1	Cars for kids cars for kids
143833			
144006			
144248	I saw a commercial for cars for tots or cars for vets and it was tax write off. I actually donated a car to them.	1	Cars for kids, making more than friends
144375			
144696			
144802	They have a stupid jingle on the radio	1	1-8-7-7-Kars for Kids K A R S Kars for kids....repeat..Donate your car today
144838			
144886			
145506			
145544	Have seen advertising for Cars for Kids	2	
146123	Commercial with catchy tune/song	1	1-877 cars for kids

Appendix E

Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
146132	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
147752	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
148413	Male	50+	W	Kars 4 Kids	Have heard the term	One particular organization
148571	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
149100	Male	18-34	NE	Gifts for kids	Have heard the term	More than one organization
149852	Male	18-34	MW	Gifts for kids	Haven't heard the term	Not asked
149966	Male	50+	NE	Gifts for kids	Haven't heard the term	Not asked
151163	Male	35-49	S	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
151259	Female	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
151302	Male	18-34	S	Kars 4 Kids	Have heard the term	One particular organization
151351	Female	35-49	NE	Gifts for kids	Have heard the term	Don't Know/Not Sure
154318	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
154486	Male	50+	MW	Gifts for kids	Have heard the term	More than one organization
154523	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
154550	Female	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
156005	Male	50+	W	Kars 4 Kids	Have heard the term	One particular organization
157688	Male	35-49	S	Gifts for kids	Don't Know/Not Sure	Not asked
158038	Female	50+	S	Kars 4 Kids	Don't Know/Not Sure	Not asked
160128	Female	50+	MW	Gifts for kids	Haven't heard the term	Not asked
160238	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
160547	Male	35-49	W	Gifts for kids	Haven't heard the term	Not asked
160747	Female	18-34	S	Gifts for kids	Haven't heard the term	Not asked
161466	Female	50+	NE	Gifts for kids	Haven't heard the term	Not asked
161574	Male	50+	S	Gifts for kids	Don't Know/Not Sure	Not asked
162066	Female	18-34	MW	Gifts for kids	Haven't heard the term	Not asked
162610	Female	35-49	NE	Gifts for kids	Haven't heard the term	Not asked
163525	Female	35-49	W	Kars 4 Kids	Haven't heard the term	Not asked
163879	Male	18-34	NE	Kars 4 Kids	Don't Know/Not Sure	Not asked
163920	Male	50+	W	Kars 4 Kids	Don't Know/Not Sure	Not asked
164405	Female	50+	NE	Gifts for kids	Have heard the term	More than one organization
164493	Female	18-34	MW	Gifts for kids	Haven't heard the term	Not asked
164703	Female	18-34	MW	Gifts for kids	Haven't heard the term	Not asked
1666688	Female	18-34	W	Gifts for kids	Have heard the term	Don't Know/Not Sure

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Resp ID	About the Organization	Filter	Jingle
146132			
147752			
148413	radio jingle cars for kidz	1	800-cars4kidz
148571			
149100			
149852			
149966			
151163			
151259	You can donate your vehicle to Kars for kids and they get a donation for their organization	1	1877Karsforkids donate your car today
151302		1	
151351			
154318			
154486			
154523			
154550	K ar s cars for kids, donate your cars today	1	already did
156005		1	K A R S for kids..la la la
157688			
158038			
160128			
160238			
160547			
160747			
161466			
161574			
162066			
162610			
163525			
163879			
163920			
164405			
164493			
164703			
166688			

Appendix E

Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
167068	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
167778	Female	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
168277	Female	50+	NE	Gifts for kids	Haven't heard the term	Not asked
168327	Male	50+	MW	Kars 4 Kids	Have heard the term	One particular organization
169660	Male	18-34	MW	Gifts for kids	Have heard the term	One particular organization
169973	Female	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
170316	Female	35-49	W	Kars 4 Kids	Haven't heard the term	Not asked
171502	Female	18-34	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
172068	Male	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
172338	Male	35-49	MW	Kars 4 Kids	Have heard the term	One particular organization
172901	Female	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
173345	Male	50+	NE	Gifts for kids	Have heard the term	One particular organization
173601	Male	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
173606	Male	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
173722	Female	18-34	MW	Gifts for kids	Have heard the term	One particular organization
174271	Female	35-49	S	Gifts for kids	Have heard the term	More than one organization
174553	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
175504	Male	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
175683	Male	35-49	W	Kars 4 Kids	Haven't heard the term	Not asked
176074	Female	50+	W	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
176630	Male	50+	NE	Gifts for kids	Haven't heard the term	Not asked
176859	Male	50+	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
177720	Female	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
177926	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
178597	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked

Appendix E

Resp ID	About the Organization	Filter	Jingle
167068			
167778			
168277	i HATE the radio commercials, they are like fingernails on a blackboard. One of the worst commercials every time i hear them i cringe	1	
169660		1	
169973			
170316			
171502			
172068			
172338	1-877-Carsforkids. Advertised on Fox News channel	1	
172901			
173345	Toys for tots	3	
173601			
173606	Kars for kids is organization that you can donate your used vehicle to.	1	K A R S cars for kids, donate your car, boat or motor home to kars for kids and receive tax deduction and free night at participating hotel.
173722	Helping kids have gifts for Christmas. I think its ran by the Salvation Army	3	
174271			
174553			
175504	they have a catchy commercial 1- 877 kars for kids	1	1 877 kars for kids k a r s kars for kids 1 877 kars for kids donate your car today
175683			
176074			
176630			
176859			
177720			
177926			
178597			

Appendix E

Resp ID		Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
				Kars 4 Kids	Don't Know/Not Sure		
179229		Female	50+	S			
179544		Female	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
179755		Male	18-34	S	Gifts for kids	Haven't heard the term	Not asked
179858		Male	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
179882		Male	35-49	S	Kars 4 Kids	Have heard the term	One particular organization
180008		Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
180140		Male	18-34	MW	Gifts for kids	Have heard the term	More than one organization
180608		Female	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
180999		Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
181914		Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
182002		Female	35-49	NE	Gifts for kids	Have heard the term	More than one organization
182307		Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
182533		Female	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
182828		Male	50+	W	Kars 4 Kids	Have heard the term	One particular organization
183134		Female	50+	NE	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
183217		Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
184445		Female	50+	NE	Gifts for kids	Haven't heard the term	Not asked
185007		Female	35-49	MW	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
185013		Female	50+	MW	Gifts for kids	Haven't heard the term	Not asked
185268		Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
186952		Male	18-34	MW	Gifts for kids	Have heard the term	One particular organization
187368		Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
188676		Female	18-34	S	Gifts for kids	Haven't heard the term	Not asked
188771		Female	35-49	S	Gifts for kids	Don't Know/Not Sure	Not asked
189200		Female	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
189257		Female	18-34	MW	Gifts for kids	Have heard the term	One particular organization
190018		Female	18-34	NE	Kars 4 Kids	Have heard the term	One particular organization
190631		Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
190947		Female	35-49	NE	Kars 4 Kids	Haven't heard the term	Not asked
191790		Male	35-49	S	Gifts for kids	Have heard the term	One particular organization

Appendix E

Resp ID	About the Organization	Filter	Jingle
179229	i believe cars for kids is an organization where you donate your car		
179544	i believe cars for kids is an organization where you donate your car	3	
179755			
179858			
179882	naacp	2	
180008			
180140			
180608			
180999			
181914			
182002			
182307			
182533			
182828	It is a 501c3 charitable organization that accepts many types of donations besides cars, including real estate.	2	
183134			
183217			
184445			
185007			
185013			
185268			
186952		2	
187368			
188676			
188771			
189200			
189257	it saying kits for kids	3	
190018	Karz for Kids	1	1 877 Karz 4 Kidz
190631			
190947			
191790		1	

Appendix E

Palladino Secondary Meaning Question							
Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Audio Question - Recognition	Palladino Secondary Meaning Question
192233	Female	18-34	M/W	Gifts for kids	Have heard the term	Don't Know/Not Sure	One particular organization
192414	Male	18-34	S	Kars 4 Kids	Haven't heard the term	Don't Know/Not Sure	Not asked
192493	Male	35-49	NE	Kars 4 Kids	Have heard the term	Have heard the term	One particular organization
192603	Male	18-34	S	Kars 4 Kids	Haven't heard the term	Don't Know/Not Sure	Not asked
193499	Male	18-34	W	Kars 4 Kids	Haven't heard the term	Don't Know/Not Sure	Not asked
194318	Female	50+	S	Gifts for kids	Haven't heard the term	Don't Know/Not Sure	Not asked
194365	Female	18-34	S	Kars 4 Kids	Don't Know/Not Sure	Don't Know/Not Sure	Not asked
194739	Female	50+	S	Gifts for kids	Haven't heard the term	Don't Know/Not Sure	Not asked
194795	Male	18-34	M/W	Gifts for kids	Haven't heard the term	Don't Know/Not Sure	Not asked
195134	Male	18-34	S	Kars 4 Kids	Haven't heard the term	Don't Know/Not Sure	Not asked
195901	Female	18-34	S	Gifts for kids	Have heard the term	Have heard the term	One particular organization
195992	Female	50+	S	Kars 4 Kids	Haven't heard the term	Don't Know/Not Sure	Not asked
196157	Male	50+	NE	Gifts for kids	Have heard the term	Have heard the term	One particular organization
197370	Male	18-34	NE	Kars 4 Kids	Have heard the term	Have heard the term	More than one organization
197846	Male	50+	W	Gifts for kids	Haven't heard the term	Don't Know/Not Sure	Not asked
198971	Female	50+	S	Gifts for kids	Have heard the term	Don't Know/Not Sure	Not asked
199114	Female	50+	W	Gifts for kids	Don't Know/Not Sure	Don't Know/Not Sure	Not asked
199416	Male	50+	W	Gifts for kids	Haven't heard the term	Don't Know/Not Sure	Not asked
1999893	Female	50+	NE	Kars 4 Kids	Have heard the term	Don't Know/Not Sure	Not asked
201512	Male	18-34	M/W	Kars 4 Kids	Have heard the term	Have heard the term	One particular organization
202045	Female	18-34	S	Gifts for kids	Don't Know/Not Sure	Don't Know/Not Sure	Not asked
202921	Female	50+	S	Gifts for kids	Don't Know/Not Sure	Don't Know/Not Sure	Not asked
203087	Male	18-34	NE	Gifts for kids	Haven't heard the term	Haven't heard the term	Not asked
203114	Female	50+	NE	Gifts for kids	Have heard the term	Have heard the term	One particular organization
203551	Male	18-34	S	Gifts for kids	Have heard the term	Don't Know/Not Sure	Not asked
203602	Male	35-49	M/W	Gifts for kids	Haven't heard the term	Don't Know/Not Sure	Not asked
203818	Male	18-34	S	Kars 4 Kids	Haven't heard the term	Don't Know/Not Sure	Not asked
205075	Female	35-49	M/W	Gifts for kids	Don't Know/Not Sure	Don't Know/Not Sure	Not asked
206922	Male	35-49	S	Gifts for kids	Have heard the term	Have heard the term	More than one organization

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Resp ID	About the Organization	Filter	Jingle
192233	Salvation Army	2	
192414			
192493	They are primarily a radio charity, but I do sometimes see tv ads. They are basically a jingle asking you to donate a car.	1	1-877 Kars 4 Kids, K A R S kars 4 kids, donate your kar today
192603			
193499			
194318			
194365			
194739			
194795			
195134			
195901	gifts for kids	1	
195992			
196157		3	
197370			
197846			
198971			
199114			
199416			
199893			
201512	Trade in a car that they sell for money. They give the money to the kids.	1	
202045			
202921			
203087	Term usually used around Christmas time.	2	
203114			
203551			
203602			
203818			
205075			
206922			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
207188	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
207438	Female	50+	MW	Kars 4 Kids	Have heard the term	One particular organization
207598	Male	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
207834	Female	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
208126	Male	50+	MW	Gifts for kids	Don't Know/Not Sure	Not asked
208783	Male	35-49	S	Kars 4 Kids	Have heard the term	One particular organization
208855	Female	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
209037	Female	18-34	NE	Gifts for kids	Have heard the term	More than one organization
209137	Female	18-34	NE	Gifts for kids	Haven't heard the term	Not asked
						One particular organization
209315	Female	18-34	MW	Gifts for kids	Have heard the term	One particular organization
209469	Female	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
209615	Male	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
209631	Female	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
209778	Male	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
211714	Female	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
212268	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
212335	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
213322	Female	50+	NE	Gifts for kids	Haven't heard the term	Not asked
213357	Female	50+	S	Gifts for kids	Have heard the term	One particular organization
213394	Male	18-34	W	Gifts for kids	Have heard the term	More than one organization
213780	Female	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
214037	Male	35-49	NE	Kars 4 Kids	Haven't heard the term	Not asked
214121	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
214731	Male	18-34	S	Gifts for kids	Have heard the term	One particular organization
215367	Female	18-34	NE	Kars 4 Kids	Haven't heard the term	Not asked
216734	Male	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
216987	Male	35-49	NE	Gifts for kids	Haven't heard the term	Not asked

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Resp ID	About the Organization	Filter	Jingle
207188			
207438	donate	1	cars for kids donate 1-800-
207598			
207834			
208126			
208783	Kars for Kids takes donated, unwanted cars.	1	
208855			
209037			
209137	KIND protects unaccompanied children who enter the US immigration system alone to ensure that no child appears in court without an attorney.	1	
209315			
209469			
209615			
209631			
209778			
211714	The company is called Kars 4 Kids	1	1-877-kars4kids
212268			
212335			
213322			
213357	Gifts for those children who have very serious diseases or fatal ones.	3	
213394			
213480			
214037			
214121	gifts for kids is kind of like make a wish foundation	2	
214731			
215367			
216734			
216987			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
217230	Female	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
217699	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
217963	Male	50+	MW	Kars 4 Kids	Don't Know/Not Sure	Not asked
218379	Male	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
219219	Male	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
219395	Male	18-34	MW	Kars 4 Kids	Have heard the term	One particular organization
220042	Male	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
220386	Female	18-34	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
221771	Female	18-34	MW	Kars 4 Kids	Have heard the term	One particular organization
222813	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
223495	Female	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
223581	Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
223768	Female	18-34	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
223971	Male	35-49	W	Gifts for kids	Have heard the term	More than one organization
225701	Female	35-49	W	Gifts for kids	Have heard the term	Don't Know/Not Sure
227983	Male	35-49	W	Gifts for kids	Haven't heard the term	Not asked
228680	Female	35-49	W	Gifts for kids	Haven't heard the term	Not asked
228683	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
228695	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
229505	Female	50+	MW	Gifts for kids	Haven't heard the term	Not asked
229528	Male	18-34	MW	Kars 4 Kids	Have heard the term	One particular organization
230315	Male	50+	NE	Gifts for kids	Have heard the term	Don't Know/Not Sure
230330	Male	35-49	NE	Gifts for kids	Haven't heard the term	Not asked
230416	Male	18-34	NE	Kars 4 Kids	Have heard the term	One particular organization
230480	Male	50+	S	Kars 4 Kids	Have heard the term	One particular organization
230610	Male	50+	S	Kars 4 Kids	Have heard the term	One particular organization
230777	Female	50+	MW	Gifts for kids	Haven't heard the term	Not asked

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Resp ID	About the Organization	Filter	Jingle
217230	annoying tv ad	1	cars for kids c a r s
217699			
217963			
218379			
219219	I only know the name because of its use in a Saturday Night Live (SNL) sketch called Bank Breakers from when Kumail Nanjiani hosted in 2017	3	
220042			
220386			
221771	they take donated cars and give them to needy families	1	call 1877 cars for kids
222813			
223495			
223581			
223768			
223971			
225701			
227983			
228680			
228683			
228695			
229505			
229528	it is a company called kars4kids that makes toy cars for the kids.	1	1877 kars 4 kids, k-a-r-s kars for kids, 1-877 kars 4 kids, donate your car today
230315			
230330			
230416	donate your car today	1	1877 cars 4 kids, 1877 cars 4 kids, 1877 cars 4 kids, donate your car today
230480	Cars for Kids Charity	1	Cars for Kids help Kids complete their education
230610	Cars for Kids	2	
230777			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
231145	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
231785	Male	50+	S	Gifts for kids	Have heard the term	More than one organization
231843	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
232675	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
233269	Female	50+	S	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
234319	Female	50+	S	Gifts for kids	Don't Know/Not Sure	Not asked
235245	Female	18-34	W	Gifts for kids	Have heard the term	More than one organization
236246	Male	18-34	S	Gifts for kids	Haven't heard the term	Not asked
236286	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
238344	Female	50+	MW	Kars 4 Kids	Have heard the term	One particular organization
238964	Male	35-49	S	Kars 4 Kids	Have heard the term	One particular organization
239715	Male	18-34	W	Gifts for kids	Don't Know/Not Sure	Not asked
239993	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
240098	Male	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
240514	Female	50+	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
242666	Male	18-34	NE	Gifts for kids	Have heard the term	Don't Know/Not Sure
242750	Male	18-34	MW	Gifts for kids	Have heard the term	One particular organization
242903	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
243296	Female	18-34	S	Gifts for kids	Haven't heard the term	Not asked
243524	Female	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
243933	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
244184	Male	18-34	W	Gifts for kids	Have heard the term	Don't Know/Not Sure
244715	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
245277	Male	50+	S	Gifts for kids	Don't Know/Not Sure	Not asked
245568	Male	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
246286	Female	50+	S	Gifts for kids	Have heard the term	One particular organization
246499	Male	50+	NE	Kars 4 Kids	Haven't heard the term	Not asked
246645	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
246700	Female	18-34	MW	Kars 4 Kids	Have heard the term	One particular organization
246964	Male	50+	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
247104	Female	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
247663	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
248448	Female	35-49	NE	Gifts for kids	Haven't heard the term	Not asked
248640	Female	35-49	MW	Gifts for kids	Haven't heard the term	Not asked

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Resp ID	About the Organization	Filter	Jingle
231145			
231785			
231843			
232675			
233269			
234319			
235245			
236246			
236286			
238344	Donate your vehicle for a tax write off as charitable donation	3	
238964	car for kids	1	
239715			
239993			
240098			
240514			
242666			
242750	amazon	1	gifts for kids
243093			
243296			
243824			
243933			
244184			
244715			
245277			
245568			
246286	GIFTS FOR KIDS, TOYS FOR TOTS	1	GIFTS FOR KIDS
246499			
246645			
246700	toys r us	1	toys for tots
246964			
247104			
247663			
248448			
248640			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
248845	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
251040	Female	50+	MW	Gifts for kids	Have heard the term	One particular organization
251487	Female	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
251636	Male	50+	W	Kars 4 Kids	Have heard the term	One particular organization
252312	Female	18-34	S	Gifts for kids	Haven't heard the term	Not asked
252755	Male	35-49	S	Kars 4 Kids	Have heard the term	One particular organization
253479	Male	50+	W	Kars 4 Kids	Have heard the term	More than one organization
254043	Male	18-34	S	Gifts for kids	Haven't heard the term	Not asked
254181	Male	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
254417	Female	35-49	S	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
254513	Male	35-49	W	Gifts for kids	Have heard the term	More than one organization
254552	Male	18-34	S	Gifts for kids	Have heard the term	More than one organization
254618	Male	50+	S	Gifts for kids	Have heard the term	One particular organization
255341	Female	18-34	NE	Kars 4 Kids	Have heard the term	One particular organization
257367	Male	18-34	W	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
257807	Female	18-34	S	Kars 4 Kids	Have heard the term	One particular organization
258393	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
258431	Male	18-34	NE	Kars 4 Kids	Have heard the term	One particular organization
258612	Male	50+	W	Gifts for kids	Have heard the term	Don't Know/Not Sure
258954	Male	35-49	NE	Gifts for kids	Haven't heard the term	One particular organization
259230	Female	35-49	MW	Gifts for kids	Have heard the term	More than one organization
259400	Female	18-34	NE	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
259717	Female	18-34	NE	Gifts for kids	Have heard the term	Don't Know/Not Sure
259983	Male	35-49	S	Gifts for kids	Have heard the term	More than one organization
260720	Female	35-49	MW	Gifts for kids	Don't Know/Not Sure	Not asked
260908	Male	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
261382	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
261555	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked
261563	Female	18-34	S	Gifts for kids	Haven't heard the term	Not asked
263218	Female	35-49	W	Kars 4 Kids	Have heard the term	One particular organization
263261	Male	50+	MW	Gifts for kids	Haven't heard the term	Not asked

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Resp ID	About the Organization	Filter	Jingle
248845	gift for kids puts me in the mind of toys for tots	3	
251040			
251487	I have heard the ads but didn't really pay attention.	1	cars for kids
251636			
252312			
252755	1-877-Kars for Kids commercial is so annoying but sticks in your head	1	1877KarsforKids... K.A.R.S. Kars for Kids, 1877KarsforKids....donate your car today
253479			
254043			
254181	cars 4 kids	1	car for kids
254417			
254513			
254552		2	
254618	Donating cars for kids, seen on billboard	2	
255341			
257367		1	
257807			
258393			
258431	cars for kids	1	cars for kids
258612			
258954			
259230			
259400	kars for kids	1	call 1800 cars for kids
259717			
259983			
260720			
260908			
261382			
261555			
261563			
263218		1	Charity organization
263261			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
263441	Male	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
263643	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
264185	Female	50+	MW	Gifts for kids	Haven't heard the term	Not asked
264984	Male	50+	W	Gifts for kids	Have heard the term	One particular organization
266032	Female	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
266765	Female	50+	NE	Kars 4 Kids	Haven't heard the term	Not asked
268355	Female	50+	MW	Gifts for kids	Haven't heard the term	Not asked
268465	Male	18-34	S	Kars 4 Kids	Have heard the term	Not asked
268688	Male	35-49	NE	Gifts for kids	Haven't heard the term	Not asked
269206	Female	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
270467	Female	35-49	W	Kars 4 Kids	Have heard the term	One particular organization
271644	Female	18-34	NE	Gifts for kids	Haven't heard the term	Not asked
271897	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
272106	Male	35-49	MW	Gifts for kids	Don't Know/Not Sure	Not asked
274351	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
274623	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
275096	Female	18-34	MW	Kars 4 Kids	Have heard the term	More than one organization
275893	Female	18-34	S	Gifts for kids	Have heard the term	More than one organization
276093	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
276314	Female	50+	W	Kars 4 Kids	Don't Know/Not Sure	Not asked
276416	Male	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
276506	Female	35-49	W	Gifts for kids	Don't Know/Not Sure	Not asked

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Resp ID	About the Organization	Filter	Jingle
263441	Cars for Kids. i hear advertisements for on sports talk radio.	1	1-877-Kars for kids, KA-R-S Kars for kids. Donate your car today.
263643			
264185			
264984	make a wish foundation	1	
266032		3	
266765			
268355			
268465			
268688			
269206	Cars for kids is an organization that accepts donations of old cars and uses the money they receive from the cars to benefit children in need.	1	Cars for kids, cars for kids 1 800 car4kids
270467	I've heard on the radio about Kars for Kids that you can donate your vehicle and receive a tax write off. It was during the holiday season. It was a long time ago when I was listening to national public radio.	3	
271644			
271897			
272106			
274351			
274623			
275096			
275893			
276093			
276314			
276416			
276506			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
276616	Female	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
276827	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
277456	Female	35-49	S	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
278577	Female	50+	NE	Gifts for kids	Have heard the term	More than one organization
278611	Female	35-49	S	Gifts for kids	Have heard the term	One particular organization
278690	Male	50+	MW	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
280279	Male	18-34	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
280634	Male	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
280639	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
281650	Female	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
281824	Male	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
282146	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
282313	Male	18-34	S	Kars 4 Kids	Have heard the term	One particular organization
283183	Female	18-34	S	Gifts for kids	Haven't heard the term	Not asked
283744	Female	50+	S	Gifts for kids	Don't Know/Not Sure	Not asked
284332	Female	18-34	S	Gifts for kids	Have heard the term	One particular organization
285285	Female	35-49	NE	Gifts for kids	Don't Know/Not Sure	Not asked
286244	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
286399	Male	35-49	S	Gifts for kids	Have heard the term	More than one organization
286994	Female	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
287341	Female	18-34	NE	Gifts for kids	Have heard the term	More than one organization
287694	Female	50+	S	Gifts for kids	Don't Know/Not Sure	Not asked
288234	Female	18-34	S	Gifts for kids	Have heard the term	More than one organization
288343	Male	35-49	MW	Gifts for kids	Have heard the term	One particular organization
289216	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
289566	Female	18-34	S	Gifts for kids	Haven't heard the term	Not asked
290446	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
290839	Male	18-34	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
291024	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
291574	Male	50+	NE	Gifts for kids	Haven't heard the term	Not asked
291683	Male	50+	S	Kars 4 Kids	Don't Know/Not Sure	Not asked
292789	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
293321	Female	50+	W	Kars 4 Kids	Have heard the term	One particular organization
293884	Female	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked

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Resp ID	About the Organization	Filter	Jingle
276616			
276827			
277456			
278577			
278611		1	
278690			
280279			
280634	kars for kids	1	kars for kids
280639			
281650			
281824			
282146	I have heard commercials for Kars for Kids and I believe it is a commercial for Oorah.	1	1-800-Kars for Kids. KA-R-S Kars for Kids. 1-800-Kars for Kids. Donate your car today.
283183			
283744			
284332	give kids	1	
285285			
286244			
286399			
286994			
287341			
287694			
288234		1	
288343			
289216			
289566			
290446			
290839			
291024			
291574			
291683			
292789			
293321	Cars for kids	1	K A R Cars for kids
293884			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
295220	Male	50+	MW	Kars 4 Kids	Have heard the term	One particular organization
295530	Male	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
295865	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
296954	Female	18-34	S	Kars 4 Kids	Have heard the term	More than one organization
296986	Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
297513	Male	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
300744	Male	18-34	NE	Gifts for kids	Have heard the term	One particular organization
302643	Male	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
303661	Female	18-34	W	Kars 4 Kids	Have heard the term	One particular organization
304595	Male	50+	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
305894	Male	50+	MW	Gifts for kids	Haven't heard the term	Not asked
306886	Male	35-49	MW	Gifts for kids	Have heard the term	Not asked
306960	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked
306971	Male	50+	W	Gifts for kids	Have heard the term	Don't Know/Not Sure
306993	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked
307205	Male	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
307621	Female	18-34	W	Gifts for kids	Don't Know/Not Sure	Not asked
308861	Male	18-34	NE	Gifts for kids	Have heard the term	One particular organization
309169	Female	18-34	MW	Gifts for kids	Haven't heard the term	Not asked
309287	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
309874	Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
310002	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
310145	Male	18-34	W	Gifts for kids	Haven't heard the term	Not asked
310473	Male	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
311776	Male	18-34	NE	Kars 4 Kids	Have heard the term	One particular organization
312591	Male	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
313241	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
313391	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
314217	Female	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
314386	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
314424	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked

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Resp ID	About the Organization	Filter	Jingle
295720	Fraudulent charity scheme for a jewish school in New jersey advertising in Minnesota.	1	I can quote it but it isn't worth the time. It is a fraud.
295530			
295865			
296954			
296986			
297513	A bank	2	
300744	United Technologies	2	
302643			
303661	cars for kids commercial	1	1877 cars for kids cars cars for kids
304595			
305894			
306886			
306960			
306971			
306993			
307205			
307621		1	
308861			
309169			
309287			
309874			
310002			
310145			
310473	cars for kids-donating your car for charity	1	
311776	i watched many time son television.	1	I remember 1 877 kars 4 kids donate your car today etc.
312591			
313241			
313391			
314217			
314386			
314424			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
314503	Male	50+	W	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
314518	Male	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
314724	Male	35-49	W	Kars 4 Kids	Have heard the term	One particular organization
315419	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
316181	Female	50+	W	Gifts for kids	Have heard the term	Don't Know/Not Sure
316265	Female	50+	NE	Gifts for kids	Haven't heard the term	Not asked
316989	Female	18-34	NE	Kars 4 Kids	Have heard the term	One particular organization
317081	Male	35-49	W	Gifts for kids	Haven't heard the term	Not asked
317230	Male	50+	S	Gifts for kids	Have heard the term	Not asked
317863	Male	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
317882	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
318203	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
318208	Male	35-49	S	Kars 4 Kids	Have heard the term	One particular organization
318391	Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
320007	Male	50+	S	Gifts for kids	Don't Know/Not Sure	Not asked
320171	Female	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
320337	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
320392	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
320972	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
321378	Male	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
322346	Male	35-49	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
322893	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
322898	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
324514	Female	50+	W	Kars 4 Kids	Have heard the term	One particular organization
325209	Male	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
326860	Male	18-34	NE	Kars 4 Kids	Haven't heard the term	Not asked
327353	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
327861	Female	50+	W	Gifts for kids	Have heard the term	Don't Know/Not Sure
328849	Female	50+	MW	Gifts for kids	Haven't heard the term	Not asked
328951	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
328951	Male	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
329311	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Don't Know/Not Sure
330134	Male	50+	W	Gifts for kids	Have heard the term	One particular organization
331125	Female	18-34	S	Kars 4 Kids	Have heard the term	One particular organization

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Resp ID	About the Organization	Filter	Jingle
314503			
314518	1877 kars for kidz, k-a-r-s- kars for kidz	1	
314724			
315419			
316181			
316265			
316989	foster care	1	it is good and nice
317081			
317230			
317863			
317882			
318203	Kars for Kids - donating cars for charity	1	jingle has the phone number to call to donate your car for charity
318208			
318391			
320007			
320171			
320337			
320392			
320972			
321378			
322346			
322893			
322898			
324514	Cars for kids	3	
325209	a jingle	1	
326860			
327353			
327861			
328849			
328951			
328951			
329311			
330134			
331125	Parse for kids	1	parse for kids

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
331716	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
332400	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
332486	Female	35-49	W	Gifts for kids	Haven't heard the term	Not asked
332541	Female	35-49	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
332682	Male	50+	S	Kars 4 Kids	Have heard the term	One particular organization
333013	Female	18-34	S	Kars 4 Kids	Have heard the term	More than one organization
333082	Male	50+	MW	Gifts for kids	Haven't heard the term	Not asked
333408	Female	18-34	W	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
334066	Female	35-49	W	Kars 4 Kids	Haven't heard the term	Not asked
334139	Female	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
334507	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
334695	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
335231	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
335331	Female	35-49	MW	Kars 4 Kids	Have heard the term	One particular organization
335556	Male	50+	W	Gifts for kids	Have heard the term	Don't Know/Not Sure
335904	Female	50+	S	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
336553	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
337180	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
337297	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
337418	Male	35-49	S	Kars 4 Kids	Have heard the term	One particular organization
337533	Female	18-34	S	Gifts for kids	Have heard the term	One particular organization
339584	Male	35-49	S	Kars 4 Kids	Have heard the term	More than one organization
340038	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
340101	Female	18-34	S	Kars 4 Kids	Have heard the term	One particular organization
340544	Female	50+	W	Kars 4 Kids	Have heard the term	One particular organization
340549	Female	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
340627	Male	18-34	NE	Kars 4 Kids	Haven't heard the term	Not asked

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Resp ID	About the Organization	Filter	Jingle
331716			
332400			
332486			
332541			
332682		2	
333013			
333082			
333408			
334066	I cant stand the song with the kids sings 1-800-kar4kids it is so annoying I turn the channel!	1	
334139			
334507			
334695			
335231			
335331	1877 cars for kids	1	1877 cars for kids
335556			
335904			
336553			
337180			
337297			
337418	Kars for kids	1	1-877-karsforkids, donate your car today
337533	This organization asks for gifts to be donated so they can give them to less fortunate children	1	
339584			
340038			
340101	promises a receipt for a gift of a car	1	talks about cars for kids
340544	kars4kids.org - it's an ad I hear on the radio often enough. You can donate your car and receive a tax deduction.	1	K A R S kars4kids
340549			
340627			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
341333	Male	50+	MW	Kars 4 Kids	Have heard the term	One particular organization
342236	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
342957	Male	35-49	S	Gifts for kids	Have heard the term	More than one organization
343684	Male	35-49	W	Gifts for kids	Don't Know/Not Sure	Not asked
344832	Female	18-34	W	Gifts for kids	Haven't heard the term	Not asked
345306	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
345395	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
346081	Male	18-34	NE	Kars 4 Kids	Haven't heard the term	Not asked
347295	Male	35-49	W	Kars 4 Kids	Haven't heard the term	Not asked
347439	Male	35-49	S	Kars 4 Kids	Have heard the term	One particular organization
347582	Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
347760	Female	50+	MW	Gifts For kids	Haven't heard the term	Not asked
347856	Male	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
349228	Female	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
349587	Female	50+	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
349752	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
350005	Female	50+	NE	Gifts for kids	Haven't heard the term	Not asked
350305	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
350962	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
351998	Male	18-34	S	Kars 4 Kids	Have heard the term	One particular organization
352185	Female	35-49	NE	Gifts for kids	Have heard the term	One particular organization
352463	Male	18-34	MW	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
352511	Female	18-34	NE	Kars 4 Kids	Haven't heard the term	Not asked
352735	Female	18-34	S	Kars 4 Kids	Have heard the term	One particular organization

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Resp ID	About the Organization	Filter	Jingle
341333	I know that it is a Jewish organization that helps children	1	Kars cars for kids, k a r s kars for kids. Kars kars for kids donate your car today.
342236			
342957			
343684			
344832			
345306			
345395			
346081			
347295			
347439	Cars	1	Cars
347582			
347760			
347856	1-800 Cars For Kids for the Cars for Kids Foundation	1	1-800-Cars-For-Kids, C-A-R-S Cars for Kids
349228			
349587			
349752			
350005			
350305			
350962			
351998	1-877-KARS4KIDS K-A-R-S KARS 4 KIDS 1-877-KARS4KIDS K-A-R-S KARS4KIDS 1-877-KARS4KIDS Donate your car today Charity that uses old vehicles to raise money for children's wellness	1	1-877-KARS4KIDS K-A-R-S KARS4KIDS 1-877-KARS4KIDS Donate your car today
352185		2	
352463			
352511			
352735	I have heard the radio commercial that says you can donate your car to children's charities by calling a phone number	1	877 kars 4 kids

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
353003	Male	35-49	S	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
354915	Female	50+	NE	Gifts for kids	Haven't heard the term	Not asked
355224	Female	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
355345	Male	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
355734	Female	50+	NE	Gifts for kids	Have heard the term	More than one organization
355852	Male	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
356107	Male	35-49	MW	Gifts for kids	Have heard the term	Don't Know/Not Sure
356612	Female	35-49	S	Gifts for kids	Don't Know/Not Sure	Not asked
357083	Male	18-34	S	Gifts for kids	Have heard the term	One particular organization
357280	Male	50+	MW	Gifts for kids	Have heard the term	More than one organization
357887	Female	18-34	NE	Gifts for kids	Haven't heard the term	Not asked
358227	Male	35-49	MW	Gifts for kids	Have heard the term	Don't Know/Not Sure
359350	Female	18-34	S	Kars 4 Kids	Have heard the term	One particular organization
359613	Male	18-34	NE	Gifts for kids	Have heard the term	One particular organization
360200	Female	50+	MW	Gifts for kids	Don't Know/Not Sure	Not asked
360586	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
360678	Female	18-34	S	Gifts for kids	Haven't heard the term	Not asked
360732	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked
360817	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
360947	Female	50+	S	Gifts for kids	Have heard the term	More than one organization
361120	Male	18-34	S	Gifts for kids	Haven't heard the term	Not asked
361275	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
362654	Male	18-34	W	Gifts for kids	Haven't heard the term	Not asked
363975	Female	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
364015	Male	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
365783	Female	18-34	NE	Gifts for kids	Have heard the term	One particular organization
366282	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
366451	Male	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
366494	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
367061	Male	35-49	W	Kars 4 Kids	Have heard the term	More than one organization
367631	Male	50+	MW	Gifts for kids	Don't Know/Not Sure	Not asked
367981	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked

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Resp ID	About the Organization	Filter	Jingle
353003			
354915			
355224			
355345			
355734			
355852		1	Donate your car today
356107			
356612			
357083	kids for kids	1	kids for kids
357280			
357887			
358227			
359350	they spell the word car with a k so the add i saw read Kars 4 Kids where both of the K's were in red	2	
359613	Gifts for kids	1	
360200			
360586			
360678			
360732			
360817			
360947			
361120			
361275			
362654			
363975			
364015			
365783	kids	1	
366282			
366451			
366494			
367061			
367631			
367981			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
369364	Female	50+	MW	Gifts for kids	Have heard the term	One particular organization
369630	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
370508	Male	35-49	W	Kars 4 Kids	Have heard the term	One particular organization
372321	Female	50+	W	Gifts for kids	Have heard the term	One particular organization
373456	Female	35-49	W	Gifts for kids	Have heard the term	One particular organization
373827	Male	50+	S	Gifts for kids	Have heard the term	One particular organization
375003	Male	18-34	MW	Gifts for kids	Have heard the term	More than one organization
376559	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
376683	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
376843	Female	18-34	NE	Gifts for kids	Have heard the term	Don't Know/Not Sure
377128	Female	35-49	NE	Kars 4 Kids	Haven't heard the term	Not asked
377445	Male	18-34	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
377941	Female	18-34	MW	Kars 4 Kids	Don't Know/Not Sure	Not asked
378245	Male	35-49	MW	Kars 4 Kids	Have heard the term	One particular organization
379665	Male	50+	W	Gifts for kids	Have heard the term	Don't Know/Not Sure
380111	Male	18-34	NE	Gifts for kids	Have heard the term	Don't Know/Not Sure
380787	Female	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
381114	Female	18-34	W	Gifts for kids	Haven't heard the term	Not asked
381451	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked
381483	Female	18-34	NE	Kars 4 Kids	Have heard the term	One particular organization
381620	Female	18-34	S	Gifts for kids	Have heard the term	One particular organization
382062	Male	50+	W	Gifts for kids	Don't Know/Not Sure	Not asked
382308	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked
383582	Female	18-34	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
383729	Female	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
384096	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
384339	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked

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Resp ID	About the Organization	Filter	Jingle
369364	The one that comes to mind is toys for tots	2	
369630			
370508	Kars for Kids uses annoying commercials that feature a terrible band of children and a horrible song.	1	1-877-karsforkids KA-R-S kars for kids 1-877-karsforkids submit your car today.
372321	kids	2	
373456		1	
373827	This is an organization that collects toys for kids who's parent is incarcerated	3	
375003			
376559			
376683			
376843			
377128			
377445			
377941	1877 cars 4 kids jingle from radio commercials	1	1877 cars 4 kids
378245			
379665			
380111			
380787			
381114			
381451			
381483	Donate your car so that an organization that helps children receives the profits	1	1877KARS4KIDS K A R S CARS FOR KIDS 1877 KARS 4 KIDS, DONATE YOUR CAR TODAY
381620	pre schools	2	
382062			
382308			
383582			
383729			
384096			
384339			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
384679	Female	50+	NE	Gifts for kids	Don't Know/Not Sure	Not asked
384756	Female	35-49	W	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
385363	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
385374	Female	18-34	NE	Gifts for kids	Don't Know/Not Sure	Not asked
385700	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked
386088	Male	18-34	S	Kars 4 Kids	Have heard the term	One particular organization
386831	Female	18-34	S	Kars 4 Kids	Have heard the term	One particular organization
387806	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
388750	Male	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
388936	Male	35-49	MW	Kars 4 Kids	Don't Know/Not Sure	Not asked
389024	Male	18-34	MW	Kars 4 Kids	Have heard the term	One particular organization
390825	Male	50+	MW	Gifts for kids	Haven't heard the term	Not asked
391335	Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
391951	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
392074	Female	50+	W	Gifts for kids	Have heard the term	One particular organization
392158	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
392661	Female	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
392701	Male	18-34	NE	Gifts for kids	Have heard the term	More than one organization
393070	Male	50+	NE	Gifts for kids	Haven't heard the term	Not asked
393467	Male	18-34	NE	Gifts for kids	Have heard the term	More than one organization
394040	Male	35-49	W	Kars 4 Kids	Have heard the term	One particular organization
394197	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
394243	Female	50+	NE	Kars 4 Kids	Have heard the term	Not asked
395511	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
396330	Female	18-34	NE	Kars 4 Kids	Haven't heard the term	Not asked
396602	Male	18-34	S	Gifts for kids	Have heard the term	More than one organization
396623	Female	18-34	S	Kars 4 Kids	Have heard the term	One particular organization
397022	Male	35-49	W	Gifts for kids	Haven't heard the term	Not asked
397101	Female	50+	NE	Gifts for kids	Haven't heard the term	Not asked

Appendix E

Resp ID	About the Organization	Filter	Jingle
384679			
384756			
385363			
385374			
385700			
386088	KarsForKids.com	1	K-A-R-S Kars for Kids KA-R-S Kars for Kids KA-R-S Kars for Kids Donate your car today
386831		1	
387806			
388750			
388936			
389024		2	
390825			
391335			
391951		1	
392074			
392158			
392661			
392701			
393070			
393467			
394040	Kars for Kids, Kars with a K, Donate Your Car Today	1	1-877 Kars for Kids, 1-877 Kars for Kids, 1-877 Kars for Kids, donate your car today
394197			
394243			
395511			
396330			
396602			
396623	I think it's spelled Kars for Kids and they accept donations of cars that get sold to help kids in some way.	3	
397022			
397101			

Appendix E

Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
399178	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
399932	Male	18-34	NE	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
399952	Male	50+	W	Kars 4 Kids	Have heard the term	One particular organization
400204	Male	18-34	W	Gifts for kids	Haven't heard the term	Not asked
400899	Male	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
400928	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
401454	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
401788	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked
401849	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
402550	Male	35-49	S	Gifts for kids	Don't Know/Not Sure	Not asked
402683	Male	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
405596	Male	50+	W	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
406108	Male	50+	NE	Gifts for kids	Don't Know/Not Sure	Not asked
406119	Female	18-34	MW	Gifts for kids	Have heard the term	One particular organization
406952	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
407013	Female	35-49	S	Kars 4 Kids	Have heard the term	One particular organization
407527	Male	18-34	S	Gifts for kids	Don't Know/Not Sure	Not asked
407691	Male	35-49	NE	Kars 4 Kids	Haven't heard the term	Not asked
408334	Male	18-34	MW	Gifts for kids	Haven't heard the term	More than one organization
408620	Male	50+	S	Kars 4 Kids	Have heard the term	Not asked
408741	Female	18-34	S	Gifts for kids	Haven't heard the term	Don't Know/Not Sure
408882	Male	35-49	W	Gifts for kids	Have heard the term	Not asked
408934	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
409834	Male	50+	MW	Gifts for kids	Don't Know/Not Sure	Not asked
410170	Female	18-34	W	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
410179	Male	50+	MW	Gifts for kids	Haven't heard the term	Not asked
411186	Female	35-49	W	Gifts for kids	Haven't heard the term	Not asked
412249	Male	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
412778	Male	35-49	NE	Gifts for kids	Have heard the term	More than one organization

Appendix E

Resp ID	About the Organization	Filter	Jingle
399178			
399932			
399952	1800 cars for kids	1	1800cars for kids 1800cars for kids 1800cars for kids
400204			
400899			
400928			
401454			
401788			
401849			
402550			
402683			
405596			
406108		3	
406119			
406952	toy company	1	toy company
407013			
407527			
407691			
408334			
408620			
408741			
408882			
408934			
409834			
410170			
410179			
411186	Cars for Kids is an organization that allows you to donate your automobile as a way of making a financial charitable contribution that goes towards helping kids with health or physical handicaps.	3	
412728			

Appendix E

Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
413216	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
414031	Male	35-49	W	Gifts for kids	Haven't heard the term	Not asked
415137	Female	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
415305	Male	18-34	MW	Gifts for kids	Haven't heard the term	Not asked
415654	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
416944	Male	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
418794	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
419051	Female	18-34	S	Gifts for kids	Haven't heard the term	Not asked
419940	Male	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
420617	Female	18-34	S	Kars 4 Kids	Have heard the term	One particular organization
420643	Male	50+	W	Gifts for kids	Have heard the term	More than one organization
421057	Male	50+	MW	Kars 4 Kids	Have heard the term	One particular organization
421640	Male	35-49	W	Gifts for kids	Don't Know/Not Sure	Not asked
422432	Female	18-34	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
422577	Male	18-34	W	Kars 4 Kids	Have heard the term	More than one organization
422815	Female	50+	S	Kars 4 Kids	Have heard the term	One particular organization
423060	Female	50+	S	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
423709	Male	35-49	NE	Kars 4 Kids	Have heard the term	More than one organization
426399	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
426830	Female	18-34	S	Gifts for kids	Don't Know/Not Sure	Not asked
426906	Male	35-49	MW	Gifts for kids	Don't Know/Not Sure	Not asked
428968	Male	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
429163	Male	50+	NE	Kars 4 Kids	Have heard the term	One particular organization

Appendix E

Resp ID	About the Organization	Filter	Jingle
413216			
414031			
415137	Kars for Kids - seems to be the only one	1	Kars for kids, donate your car today
415305			
415654			
416944			
418794			
419051			
419940			
420617	it is a catchy jingle played on radio	1	1877 cars for kids CARS for kids...
420643			
421057	Kars for Kids is an organization that accepts cars from individuals as a donation.	1	1-800 kars for Kids that kars for kids
421640			
422432			
422577	They accept donated cars and take the proceeds to help kids.	3	
422815			
423060			
423709			
426399			
426830			
426906			
428968			
429163	I can remember parts of the jingle in the ad and particularly that the cars in cars for kids is spelt with a K. as in K-A-R-S Kars for kids. They will the your vehicle you are not using as a tax deduction for you.	1	

Appendix E

Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
430334	Male	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
430481	Male	35-49	W	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
430592	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
431174	Male	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
431274	Male	18-34	MW	Gifts for kids	Haven't heard the term	Not asked
432192	Male	35-49	MW	Kars 4 Kids	Have heard the term	One particular organization
432250	Male	50+	W	Gifts for kids	Have heard the term	Don't Know/Not Sure
433207	Male	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
433776	Female	50+	S	Gifts for kids	Have heard the term	One particular organization
434112	Female	18-34	NE	Kars 4 Kids	Have heard the term	One particular organization
434568	Male	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
435296	Male	50+	W	Gifts for kids	Have heard the term	Don't Know/Not Sure
435319	Female	50+	W	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
435639	Female	50+	MW	Kars 4 Kids	Have heard the term	One particular organization
435886	Female	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
436505	Male	18-34	S	Gifts for kids	Have heard the term	One particular organization
436864	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
436999	Female	35-49	NE	Gifts for kids	Haven't heard the term	Not asked
437573	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
438050	Female	18-34	W	Gifts for kids	Have heard the term	One particular organization
438523	Female	18-34	NE	Gifts for kids	Haven't heard the term	Not asked
440387	Male	35-49	S	Gifts for kids	Have heard the term	One particular organization
440533	Female	50+	NE	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
440937	Female	35-49	S	Kars 4 Kids	Have heard the term	More than one organization
441489	Female	50+	S	Gifts for kids	Don't Know/Not Sure	Not asked
442426	Female	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked

Appendix E

Resp ID	About the Organization	Filter	Jingle
430334	Donate your car today	1	1877 cash for kids donate your car today
430481			
430592			
431174			
431274			
432192	I just associate it with the organization Kars for Kids.. they have the catchy jingle... 1 877 cars4kids	1	1 877 cars for kids (repeated over and over)
432250			
433207		2	
433776			
434112	1877cars for kids, donate for the cause	1	1877cars for kids donate your car today
434588			
435296			
435319			
435639		3	
435886	the children singing the jingle on tv	1	1 877 Kars for Kids KARS Kars for Kids 1877 Kars for Kids Donate your car today
436505	Toys for Tots	2	
436864			
436999			
437573			
438050		1	
438523			
440387		2	
440533			
440937			
441489			
442426			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
442944	Female	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
443126	Female	35-49	S	Gifts for kids	Have heard the term	One particular organization
443172	Male	50+	W	Kars 4 Kids	Don't Know/Not Sure	Not asked
443488	Male	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
444030	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
444415	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
445296	Male	35-49	S	Kars 4 Kids	Have heard the term	One particular organization
446025	Male	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
447286	Male	35-49	NE	Gifts for kids	Haven't heard the term	Not asked
448207	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
449395	Female	18-34	MW	Gifts for kids	Haven't heard the term	Not asked
450121	Male	18-34	W	Gifts for kids	Haven't heard the term	Not asked
450635	Male	35-49	W	Kars 4 Kids	Have heard the term	One particular organization
451302	Male	18-34	S	Gifts for kids	Have heard the term	More than one organization
451339	Female	18-34	S	Gifts for kids	Haven't heard the term	Not asked
452011	Female	50+	NE	Kars 4 Kids	Have heard the term	More than one organization
453024	Male	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
453044	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
453207	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
453570	Female	35-49	W	Gifts for kids	Haven't heard the term	Not asked
453693	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
453710	Female	35-49	MW	Gifts for kids	Have heard the term	More than one organization
453774	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
454296	Female	50+	W	Kars 4 Kids	Have heard the term	One particular organization
457110	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
457219	Male	35-49	S	Gifts for kids	Haven't heard the term	Not asked

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Resp ID	About the Organization	Filter	Jingle
442944	1 800 Kars for kids. A religious organization seeking donations for children to go to camp in upstate New York.	1	! 800 Kars for kids Donate your car today.
443126	Toys R Us	3	
443172			
443488			
444030			
444415	Cars that get donated are given to families with kids without transportation.	1	
446025			
447286			
448207			
449395			
450121			
450635	you donate your car and it helps kids	1	1877 carsforkids c a r s cars for kids
451302			
451339			
452011			
453024			
453044			
453207			
453570			
453693			
453710			
453774	accepts donations of cars to raise funds for multiple chid based organizations. And incredibly stupid and off putting commercials	1	1 800 cars for kids, repeated several times with other slogans
454296			
457110			
457219			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
457463	Female	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
457814	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
459514	Male	35-49	S	Gifts for kids	Haven't heard the term	Not asked
460536	Male	18-34	MW	Gifts for kids	Have heard the term	More than one organization
461625	Female	50+	MW	Gifts for kids	Have heard the term	Don't Know/Not Sure
461848	Male	35-49	NE	Gifts for kids	Haven't heard the term	Not asked
461961	Female	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
463106	Female	50+	W	Kars 4 Kids	Have heard the term	One particular organization
464853	Female	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
465644	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
465707	Female	35-49	MW	Gifts for kids	Have heard the term	More than one organization
466432	Male	35-49	W	Kars 4 Kids	Have heard the term	One particular organization
467242	Female	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
468226	Male	18-34	MW	Gifts for kids	Have heard the term	Don't Know/Not Sure
468618	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
469505	Female	35-49	MW	Gifts for kids	Have heard the term	Don't Know/Not Sure
469848	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
470052	Male	18-34	NE	Gifts for kids	Haven't heard the term	Not asked
470064	Male	35-49	S	Gifts for kids	Haven't heard the term	Not asked
470263	Female	50+	NE	Gifts for kids	Haven't heard the term	Not asked
470499	Male	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
470824	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
471541	Male	35-49	NE	Kars 4 Kids	Have heard the term	More than one organization
472170	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
472849	Female	35-49	MW	Kars 4 Kids	Have heard the term	One particular organization
473146	Female	50+	S	Kars 4 Kids	Have heard the term	More than one organization
473357	Male	18-34	W	Gifts for kids	Haven't heard the term	Not asked
473528	Female	50+	NE	Gifts for kids	Have heard the term	Not asked
473848	Female	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
474744	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
474972	Male	18-34	S	Gifts for kids	Have heard the term	More than one organization
475072	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
475249	Male	35-49	MW	Gifts for kids	Have heard the term	More than one organization
476278	Female	18-34	MW	Gifts for kids	Have heard the term	Don't Know/Not Sure
476990	Male	18-34	NE	Gifts for kids	Have heard the term	One particular organization
477557	Female	18-34	NE	Kars 4 Kids	Have heard the term	One particular organization

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Resp ID	About the Organization	Filter	Jingle
457463			
457814			
459514			
460536			
461625			
461848			
461961			
463106		3	
464853			
465644			
465707	it is a charity to help children	3	
466432			
467242			
468226			
468618			
469505			
469848			
470052			
470064			
470263			
470499			
470824			
471541			
472170			
472849	Picture of car and kids	2	
473146			
473357			
473528			
473848			
474744			
474972			
475072			
475249			
476278			
476990	non profit organization	1	gifts for kids
477557	Cars for Kids	1	Cars for Kids

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
477778	Male	35-49	MW	Gifts for kids	Have heard the term	More than one organization
477990	Female	18-34	NE	Kars 4 Kids	Have heard the term	One particular organization
479299	Male	35-49	W	Gifts for kids	Don't Know/Not Sure	Not asked
479644	Female	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
481005	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
481391	Female	50+	MW	Gifts for kids	Have heard the term	Don't Know/Not Sure
481867	Male	18-34	NE	Gifts for kids	Have heard the term	More than one organization
482014	Male	35-49	NE	Gifts for kids	Haven't heard the term	Not asked
482922	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
483128	Female	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
483221	Female	18-34	NE	Gifts for kids	Haven't heard the term	Not asked
483414	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
483825	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
483841	Female	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
485382	Male	35-49	NE	Kars 4 Kids	Haven't heard the term	Not asked
486160	Male	35-49	W	Gifts for kids	Haven't heard the term	Not asked
486327	Female	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
486477	Female	35-49	W	Kars 4 Kids	Have heard the term	One particular organization
488361	Female	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
488644	Female	35-49	MW	Gifts for kids	Have heard the term	Don't Know/Not Sure
488726	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
489205	Male	35-49	MW	Kars 4 Kids	Have heard the term	One particular organization
490175	Male	18-34	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
491093	Female	35-49	MW	Gifts for kids	Have heard the term	Don't Know/Not Sure
491336	Female	18-34	W	Gifts for kids	Have heard the term	More than one organization
493884	Female	18-34	MW	Gifts for kids	Haven't heard the term	Not asked
494549	Male	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
495418	Female	50+	NE	Gifts for kids	Have heard the term	Don't Know/Not Sure

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Resp ID	About the Organization	Filter	Jingle
4777778			
479990	It usually has a jingle and there are billboards all around. Also they spell car with a K.	1	K-A-R-S KARS FOR KIDS.
479299			
479644			
481005			
481391			
481867			
482014			
482922			
483128	Cars for kids	1	
483221			
483414			
483825	Cars for kids give your old cars to help needy	1	Cars for kids
483841			
485382			
486160			
486327			
486477	Kars for Kids-it's some kind of non-profit, I think.	1	1-877-Kars4Kids, k-a-r-s-cars-for-kids
488361			
488644			
488726	I remember the phrase but not the organization.	2	
489205			
490175			
491093			
491336			
493884			
494549			
495418			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
495567	Male	18-34	MW	Kars 4 Kids	Have heard the term	One particular organization
495956	Male	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
496634	Male	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
496700	Female	50+	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
496700	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
497360	Female	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
497710	Male	50+	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
498127	Female	50+	S	Kars 4 Kids	Have heard the term	One particular organization
498385	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked
498822	Male	18-34	MW	Kars 4 Kids	Don't Know/Not Sure	Not asked
499058	Male	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
500026	Male	50+	MW	Gifts for kids	Have heard the term	More than one organization
500443	Female	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
500516	Male	18-34	S	Kars 4 Kids	Have heard the term	One particular organization
501127	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
501433	Male	35-49	S	Gifts for kids	Have heard the term	One particular organization
501816	Female	35-49	NE	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
502316	Female	50+	S	Gifts for kids	Have heard the term	More than one organization
502569	Male	18-34	S	Gifts for kids	Have heard the term	One particular organization
503059	Female	35-49	W	Gifts for kids	Haven't heard the term	Not asked
504241	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
506872	Female	50+	W	Gifts for kids	Don't Know/Not Sure	Not asked
507307	Male	18-34	MW	Gifts for kids	Haven't heard the term	Not asked
507860	Female	18-34	NE	Gifts for kids	Haven't heard the term	Not asked

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Resp ID	About the Organization	Filter	Jingle
495567	they have they car commercial on tv with that song that seems to get stuck in my head all the time. and kinda weird cuz the kids in the commercial are very young, too young to drive....so idk wher the cars are really for	1	K-A-R-S cars for kids....
495956			
496634			
496700			
496700			
497360	Not sure	2	
497710			
498127	Cars for Kids is an organization that takes donated cars and fixes them to help low-income families get a firm hold on a better life	1	they only part I recall at the moment is the spelling out of the organization's name in the jingle
498385			
498822			
499058	sick kids	3	
500026			
500443			
500516		1	
501127			
501433	helping out kids	1	kids
501816			
502316			
502569	Toys are us, cause is the one i know that have gifts for kids.	1	I am not sure i remember much of this jingle
503059			
504241			
506872			
507307			
507860			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladio Secondary Meaning Question
507957	Male	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
508343	Female	18-34	NE	Gifts for kids	Haven't heard the term	Not asked
509582	Male	35-49	MW	Kars 4 Kids	Have heard the term	More than one organization
510028	Male	18-34	W	Kars 4 Kids	Have heard the term	One particular organization
510509	Male	18-34	NE	Kars 4 Kids	Have heard the term	More than one organization
510625	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
510658	Female	50+	S	Kars 4 Kids	Have heard the term	One particular organization
510803	Male	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
510884	Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
513759	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
514219	Female	35-49	W	Kars 4 Kids	Haven't heard the term	Not asked
514856	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
515436	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
515875	Male	18-34	S	Kars 4 Kids	Have heard the term	One particular organization
516153	Female	50+	MW	Gifts for kids	Haven't heard the term	Not asked
516506	Male	35-49	MW	Kars 4 Kids	Have heard the term	One particular organization
516692	Female	18-34	NE	Gifts for kids	Haven't heard the term	Not asked
516793	Male	18-34	W	Gifts for kids	Haven't heard the term	Not asked
516870	Male	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
516942	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
516988	Male	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
517389	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
517794	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
517863	Male	18-34	NE	Gifts for kids	Have heard the term	Don't Know/Not Sure
518666	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked
519671	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
520378	Female	50+	S	Kars 4 Kids	Have heard the term	One particular organization
520670	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked
520821	Female	18-34	NE	Kars 4 Kids	Have heard the term	One particular organization
521109	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
521471	Female	50+	NE	Gifts for kids	Haven't heard the term	Not asked
521872	Male	18-34	MW	Gifts for kids	Have heard the term	More than one organization
524882	Male	18-34	MW	Kars 4 Kids	Have heard the term	One particular organization

Appendix E

Resp ID	About the Organization	Filter	Jingle
507957			
508343			
509582		1	
510028			
510509			
510625			
510658		1	Cars for kids
510803			
510884			
513759			
514219			
514856			
515436			
515875	its a thing related to kids	1	because kids are our future
516153			
516506	Scam organization.	1	1800 Kars 4 Kids KIDS Kars 4 kids
516692			
516793			
516870	There is the radio commercial with the jingle 1-800-Kars4Kids	1	
516942			
516988			
517389			
517794			
517863			
518666			
519671			
520378	Cars for Kids	1	Cars for kids
520670			
520821	This is the organization Cars for Kids	1	There is a telephone number and they say donate you car today-Cars for Kids
521109			
521471			
521872			
524882	KARS4KIDS	1	kars4kids

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
527329	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
527398	Male	50+	MW	Gifts for kids	Haven't heard the term	Not asked
527769	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked
528374	Female	35-49	S	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
529785	Male	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
530054	Female	50+	S	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
530424	Female	18-34	S	Gifts for kids	Haven't heard the term	Not asked
530495	Female	35-49	NE	Gifts for kids	Haven't heard the term	Not asked
531894	Male	35-49	S	Gifts for kids	Haven't heard the term	Not asked
532203	Female	18-34	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
532319	Female	50+	W	Gifts for kids	Have heard the term	More than one organization
533144	Female	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
534337	Female	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
534416	Male	35-49	S	Gifts for kids	Have heard the term	More than one organization
535125	Male	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
536080	Male	50+	S	Kars 4 Kids	Have heard the term	One particular organization
537251	Female	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
537972	Male	18-34	MW	Gifts for kids	Have heard the term	Don't Know/Not Sure
538330	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
539845	Male	50+	W	Kars 4 Kids	Have heard the term	One particular organization
539919	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
542577	Female	35-49	MW	Gifts for kids	Have heard the term	More than one organization
543185	Male	35-49	S	Kars 4 Kids	Have heard the term	One particular organization
543341	Male	50+	S	Gifts for kids	Have heard the term	One particular organization
543928	Female	35-49	MW	Gifts for kids	Have heard the term	One particular organization

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Resp ID	About the Organization	Filter	Jingle
527329			
527398			
527769			
528374			
529785	Cars for Kids. Takes old cars to raise money for children. Have heard the commercials many times over the years on WFAN.	1	Donate your car today is the last line. 1800Carforkids is another line.
530054			
530424			
530495			
531894			
532203			
532319			
533144			
534337			
534416			
535125			
536080	do not recall. find advertisement irritating.	1	K-A-R-S For Kids
537251	The really, really annoying, low-budget radio commercial that goes, K-A_R_S Kars for Kids ...	1	
537972			
538930		1	
539845			
539919			
542577			
543185	Kars for Kids - a charitable organization in the local area.	1	1-800 Kars for Kids, 1-800 Kars for Kids - and it repeats and stuff like that.
543341	I think it is the same organization as Toys for Tots, expanded to include older children.	2	
543928		2	

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
544775	Male	50+	NE	Kars 4 Kids	Haven't heard the term	Not asked
545163	Male	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
545406	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
546747	Female	35-49	S	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
547007	Male	50+	NE	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
547428	Female	18-34	S	Gifts for kids	Have heard the term	One particular organization
548322	Female	18-34	S	Kars 4 Kids	Don't Know/Not Sure	Not asked
548620	Male	18-34	MW	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
548706	Female	50+	W	Kars 4 Kids	Have heard the term	One particular organization
548773	Male	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
549676	Male	18-34	MW	Gifts for kids	Haven't heard the term	Not asked
550184	Male	50+	S	Gifts for kids	Have heard the term	More than one organization
550248	Female	50+	W	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
550388	Male	50+	MW	Gifts for kids	Havent heard the term	Not asked
551144	Male	18-34	NE	Kars 4 Kids	Have heard the term	One particular organization
551926	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
551960	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
552253	Female	35-49	NE	Gifts for kids	Haven't heard the term	Not asked
552359	Female	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
552828	Female	35-49	MW	Kars 4 Kids	Have heard the term	One particular organization
553360	Male	18-34	MW	Kars 4 Kids	Have heard the term	More than one organization
554518	Male	50+	NE	Kars 4 Kids	Haven't heard the term	Not asked
554861	Male	50+	NE	Gifts for kids	Have heard the term	Don't Know/Not Sure
555327	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
556185	Male	50+	W	Kars 4 Kids	Don't Know/Not Sure	Not asked
556191	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
556742	Male	50+	S	Gifts for kids	Haven't heard the term	Not asked
557090	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
557163	Female	35-49	MW	Kars 4 Kids	Have heard the term	One particular organization
557999	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked

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Resp ID	About the Organization	Filter	Jingle
544775			
545163			
545406			
546747			
547007			
547428	unicef	1	excellent very good
548322			
548620			
548706	annoying song about donating your car to a charity	1	1800 cars for kids
548773			
549676			
550184			
550248			
550388			
551144	1-877-KARS 4 KIDS	1	1-877-KARS 4-KIDS give your car today
551926			
551960			
552253			
552359	Kars for Kidz (uses Ks), also uses the phone number in its jingle, something like call 1.877.Kars.4.Kids	1	Call 1.877.Kars.4.Kids...
552828			
553360			
554518			
554861			
555327			
556185			
556191			
556742			
557090	This organization accepts donations (preferably cars) for a kids charity.	1	1-877-cars for kids. 1-877-cars for kids
557999			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
558226	Male	35-49	S	Gifts for kids	Have heard the term	More than one organization
558274	Female	18-34	W	Kars 4 Kids	Have heard the term	One particular organization
558316	Female	35-49	S	Kars 4 Kids	Have heard the term	One particular organization
558653	Male	50+	MW	Kars 4 Kids	Have heard the term	One particular organization
558801	Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
559965	Female	35-49	NE	Kars 4 Kids	Haven't heard the term	Not asked
560274	Male	35-49	S	Gifts for kids	Have heard the term	More than one organization
560505	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
560848	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
561206	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
561972	Male	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
562774	Female	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
563166	Female	35-49	S	Gifts for kids	Have heard the term	More than one organization
563248	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
564591	Male	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
566824	Male	18-34	MW	Kars 4 Kids	Have heard the term	One particular organization
567227	Female	50+	S	Kars 4 Kids	Have heard the term	One particular organization
567375	Male	35-49	NE	Gifts for kids	Have heard the term	Don't Know/Not Sure
568286	Female	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
569427	Male	50+	MW	Kars 4 Kids	Have heard the term	One particular organization
570046	Female	50+	W	Gifts for kids	Don't Know/Not Sure	Not asked
570741	Female	50+	W	Gifts for kids	Haven't heard the term	Not asked
571421	Female	35-49	S	Kars 4 Kids	Have heard the term	One particular organization
572186	Female	35-49	S	Gifts for kids	Haven't heard the term	Not asked
572446	Male	18-34	W	Gifts for kids	Have heard the term	More than one organization
574398	Male	18-34	MW	Gifts for kids	Have heard the term	More than one organization
574892	Female	35-49	W	Kars 4 Kids	Haven't heard the term	Not asked
574898	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
575383	Male	18-34	S	Gifts for kids	Haven't heard the term	Not asked

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Resp ID	About the Organization	Filter	Jingle
558226	I remember seeing billboards around year end/tax time about this cause.		
558274		3	
558316	Toys for Kids	2	
558653		2	
558801			
559965			
560274			
560505			
560848			
561206			
561972			
562774			
563166			
563248			
564591			
566824	A description may be the best for them	1	Cars for Kids
567227	jingle cars for kids	1	it repeats! cars for kids, donate your car
567375			
568286			
569427	An organization that takes used clothing, furniture, cars, etc, repairs them, and sells them	1	Kars for Kids, donate your car today
570046			
570741			
571421		1	
572186			
572446			
574398			
574892			
574898			
575383			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
575477	Female	18-34	NE	Gifts for kids	Haven't heard the term	Not asked
576491	Male	18-34	S	Kars 4 Kids	Have heard the term	One particular organization
577134	Male	50+	S	Gifts for kids	Don't Know/Not Sure	Not asked
577742	Male	50+	S	Gifts for kids	Have heard the term	One particular organization
577914	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
578088	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
578921	Female	35-49	NE	Kars 4 Kids	Haven't heard the term	Not asked
579093	Female	50+	MW	Gifts for kids	Don't Know/Not Sure	Not asked
579109	Male	18-34	MW	Gifts for kids	Have heard the term	More than one organization
579304	Female	50+	NE	Gifts for kids	Have heard the term	Don't Know/Not Sure
579648	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
579652	Female	35-49	W	Kars 4 Kids	Haven't heard the term	Not asked
579813	Male	50+	MW	Gifts for kids	Have heard the term	One particular organization
579975	Male	18-34	S	Gifts for kids	Don't Know/Not Sure	Not asked
580206	Male	18-34	W	Gifts for kids	Have heard the term	More than one organization
580752	Male	18-34	W	Gifts for kids	Haven't heard the term	Not asked
581006	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
581078	Female	50+	NE	Kars 4 Kids	Haven't heard the term	Not asked
581674	Male	18-34	S	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
582081	Female	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked
582646	Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
582910	Female	35-49	NE	Kars 4 Kids	Haven't heard the term	Not asked
583576	Female	18-34	MW	Gifts for kids	Have heard the term	One particular organization
584782	Female	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
585085	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
585659	Male	50+	W	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
586148	Male	50+	MW	Kars 4 Kids	Haven't heard the term	Not asked
587087	Male	35-49	NE	Gifts for kids	Haven't heard the term	Not asked
587754	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
588479	Female	18-34	NE	Kars 4 Kids	Have heard the term	One particular organization
588609	Female	50+	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
589568	Female	18-34	MW	Kars 4 Kids	Haven't heard the term	Not asked
589625	Male	50+	W	Gifts for kids	Have heard the term	Don't Know/Not Sure
590002	Male	50+	S	Kars 4 Kids	Don't Know/Not Sure	Not asked

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Resp ID	About the Organization	Filter	Jingle
575477			
576491	Cars for kids	1	
577134			
577742		2	
577914			
578088			
578921			
579093			
579109			
579304			
579648			
579652			
579813	gifts for kids	1	
579975			
580206			
580752			
581006			
581078			
581674			
582081			
582646			
582910			
583376	kids	1	
584782			
585085			
585659			
586148			
587087			
587754	i remember a cute commercial with kids in a band singing cars4kids	1	1800 cars4kids
588479			
588609			
589568			
589625			
590002			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
590586	Male	50+	W	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
591105	Male	35-49	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
591218	Male	18-34	MW	Gifts for kids	Have heard the term	Don't Know/Not Sure
592455	Male	18-34	W	Kars 4 Kids	Have heard the term	One particular organization
593192	Male	50+	MW	Gifts for kids	Haven't heard the term	Not asked
593268	Female	35-49	W	Kars 4 Kids	Haven't heard the term	Not asked
594068	Female	18-34	S	Kars 4 Kids	Have heard the term	One particular organization
598662	Female	50+	MW	Gifts for kids	Haven't heard the term	Not asked
598674	Female	18-34	S	Gifts for kids	Haven't heard the term	Not asked
599784	Male	18-34	S	Gifts for kids	Haven't heard the term	Not asked
616768	Female	18-34	W	Kars 4 Kids	Have heard the term	One particular organization
622003	Male	50+	W	Gifts for kids	Have heard the term	One particular organization
645480	Female	35-49	W	Gifts for kids	Haven't heard the term	Not asked
649248	Male	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
650216	Female	18-34	S	Gifts for kids	Have heard the term	One particular organization
650673	Male	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
660158	Male	18-34	S	Gifts for kids	Haven't heard the term	Not asked
663672	Male	50+	MW	Kars 4 Kids	Have heard the term	One particular organization
673283	Male	50+	W	Kars 4 Kids	Have heard the term	One particular organization
681836	Male	35-49	MW	Gifts for kids	Have heard the term	Don't Know/Not Sure
690616	Female	18-34	S	Kars 4 Kids	Haven't heard the term	Not asked
706487	Male	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
718301	Male	50+	W	Gifts for kids	Haven't heard the term	Not asked
720446	Female	50+	S	Gifts for kids	Haven't heard the term	Not asked
722728	Male	18-34	W	Kars 4 Kids	Have heard the term	One particular organization
732246	Male	18-34	S	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
733298	Male	18-34	W	Gifts for kids	Haven't heard the term	Not asked
740077	Female	35-49	NE	Gifts for kids	Haven't heard the term	Not asked
750494	Female	50+	NE	Gifts for kids	Haven't heard the term	Not asked
759731	Male	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
760076	Male	35-49	MW	Kars 4 Kids	Haven't heard the term	Not asked
766006	Male	35-49	S	Kars 4 Kids	Haven't heard the term	Not asked

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Resp ID	About the Organization	Filter	Jingle
590586			
591105			
591218			
592455	a nonprofit organization	3	
593192			
593268			
594068	cars for kids uses donated cars to help kids with cancer get money	3	
598662			
598674			
599784			
616768	it talked about cars	1	
622003		2	
645480			
649248			
650216		3	
650673			
660158			
663672		3	
673283	1 8 7 7 KARS4KIDS, K A R S KARS4KIDS. Can not stand the jingle	1	1 8 7 7 kars for kids, K A R S kars for kids, 1 8 7 7 kars for kids, donate your car today
681836			
690616			
706487			
718301			
720446			
722728	cars 4 kids	1	k-a-r-s kars 4 kids
732246			
733298			
740077			
750494			
759731			
760076			
766006			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
769321	Male	18-34	NE	Kars 4 Kids	Haven't heard the term	Not asked
770075	Male	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
772492	Female	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
779825	Male	50+	S	Kars 4 Kids	Don't Know/Not Sure	Not asked
803375	Female	50+	NE	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
811216	Male	35-49	S	Gifts for kids	Haven't heard the term	Not asked
813534	Male	18-34	S	Gifts for kids	Have heard the term	One particular organization
817410	Female	50+	MW	Kars 4 Kids	Have heard the term	One particular organization
818886	Female	18-34	MW	Gifts for kids	Have heard the term	One particular organization
826812	Female	18-34	W	Kars 4 Kids	Haven't heard the term	Not asked
833512	Female	35-49	S	Gifts for kids	Have heard the term	Don't Know/Not Sure
837520	Female	35-49	NE	Gifts for kids	Have heard the term	More than one organization
841022	Male	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
844832	Male	18-34	NE	Gifts for kids	Have heard the term	More than one organization
845965	Female	50+	S	Kars 4 Kids	Haven't heard the term	Not asked
852772	Female	18-34	NE	Gifts for kids	Have heard the term	More than one organization
870889	Female	35-49	W	Kars 4 Kids	Haven't heard the term	Not asked
880398	Male	35-49	NE	Kars 4 Kids	Have heard the term	One particular organization
884883	Male	18-34	W	Kars 4 Kids	Have heard the term	One particular organization
885480	Male	50+	W	Kars 4 Kids	Have heard the term	One particular organization
887512	Male	50+	W	Gifts for kids	Have heard the term	Don't Know/Not Sure

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Resp ID	About the Organization	Filter	Jingle
769321			
770075		1	1800 cars for kids KARS cars for kids
772492			
779825			
8033375			
811216			
813534	toys r us	1	jingle
817410		2	
818886	Toys R Us - Gifts For Kids, By Kids (advertising features kids in roles of announcers and spokespeople)	3	
826812			
8333512			
837520			
841022			
8446832			
845965			
852772			
870889	It's the one with the catchy but annoying jingle.	1	1-877-Kars for Kids K-A-R-S Kars for Kids 1877-Kars for Kids Donate your car today
880398			
884883	Cars for kids is about people turning in there old or non working cars for kids who are in need of help. The organization takes these cars and sells them for parts or whatever to raise money for the unfortunate kids.	1	
885480	Cars for Kids is a charitable organization whose funding comes from donation of used cars.	1	K-a-r-s, cars for kids, cars for kids
887512			

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Resp ID	Gender	Age	Census Region	Cell	Audio Question - Recognition	Palladino Secondary Meaning Question
894885	Male	18-34	NW	Gifts for kids	Haven't heard the term	Not asked
900629	Male	35-49	MW	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
904873	Male	35-49	S	Gifts for kids	Haven't heard the term	Not asked
909157	Male	50+	MW	Gifts For kids	Have heard the term	Don't Know/Not Sure
929859	Male	50+	NE	Kars 4 Kids	Have heard the term	One particular organization
945475	Female	35-49	W	Kars 4 Kids	Haven't heard the term	Not asked
945587	Male	35-49	MW	Gifts for kids	Haven't heard the term	Not asked
961861	Female	35-49	NE	Gifts for kids	Have heard the term	More than one organization
967860	Female	50+	S	Gifts For kids	Haven't heard the term	Not asked
969391	Male	18-34	W	Kars 4 Kids	Have heard the term	One particular organization
969682	Female	50+	S	Kars 4 Kids	Don't Know/Not Sure	Not asked
972263	Female	18-34	MW	Kars 4 Kids	Have heard the term	Don't Know/Not Sure
979812	Female	50+	W	Kars 4 Kids	Haven't heard the term	Not asked
981121	Female	50+	NE	Gifts for kids	Haven't heard the term	Not asked
982412	Male	50+	MW	Kars 4 Kids	Have heard the term	One particular organization
992467	Male	18-34	MW	Gifts for kids	Haven't heard the term	Not asked
992960	Male	35-49	S	Gifts for kids	Haven't heard the term	Not asked

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Resp ID	About the Organization	Filter	Jingle
894885			
900629			
904873			
909157			
929859	2		
945475			
945587			
961861			
967860			
969391		1	1877 kars for kids, kars cars for kids 1877 kars for kids, donate your car today
969682			
972263			
979812			
981121			
982412		1	
992467			
992960			

Exhibit 2

In The Matter Of:
KARS 4 KIDS INC. v.
AMERICA CAN!

ALEX SIMONSON, PH.D
March 20, 2018

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KARS 4 KIDS INC. v.
AMERICA CAN!

ALEX SIMONSON, PH.D
March 20, 2018

CONFIDENTIAL - ALEX SIMONSON, PH.D
THE VIDEOGRAPHER: We are

THE VIDEOGRAPHER: We are now going on the record. My name is Rocco Mecurio, your videographer. Today is March 20, 2018, and the time is approximately 9:47. We are located at 51 West 52nd Street, New York, New York.

This is the case entitled Kars 4 Kids Inc. versus America Can!, case number 14-7770PGS/LHD & J (SIC). This is disk number one of the deposition of Dr. Alex Simonson. Would counsel please introduce themselves, and who they represent, for the record?

MR. VOGL: My name is Peter Vogl. I'm with Orrick, Herrington & Sutcliffe, and I represent the plaintiff, Kars 4 Kids.

MS. WILDE: My name is Valerie Wilde, and I'm representing the defendant, American Can, Cars For Kids.

MR. TORRES: Manual Torres,

Page 2

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2
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21 *** *** ***
22
23
24
25

CONFIDENTIAL - ALEX SIMONSON, PH.D
the Deleon Law Group, also
representing the defendant,
American Can.

THE VIDEOGRAPHER: The court reporter will now swear in the witness, and we can proceed.

ELIX SIMONSON, P.H.D., the witness
herein, after having been first duly sworn by
Notary Public of the State of New York, was
examined and testified as follows:

→ EXAMINATIONS

S. WILDE: Q State your name for the record,

Please.

A Alex Simonson, Ph.D.

Q What is your current address?
A 1280 Pennington Road, Teaneck, New Jersey 07666.

Jersey 07666.

Q Dr. Simonson, thank you for joining us today. I'm Valerie Wilde, and I'm representing the defendant.

I'm going to start off with some standard instructions, and then we will get into the deposition. I want you to answer all

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<p style="text-align: right;">Page 61</p> <p>1 CONFIDENTIAL - ALEX SIMONSON, PH.D 2 plaintiff's organization. Whether they were 3 95 percent sure, a hundred percent sure, what 4 percentage sure, respondents don't indicate 5 that to you when they give you their belief.</p> <p>6 Q Can you please take a look at page 7 number 19, the second respondent down, 182828? 8 Can you please read their answer to the first 9 question?</p> <p>10 A It is a 501(c)3 charitable 11 organization that accepts many types of 12 donations besides cars, including real estate.</p> <p>13 Q Where in that answer does it 14 indicate that the respondent is referring to 15 your client?</p> <p>16 A Well, there have been ads that I'm 17 aware of that talk about, you can, I believe, 18 donate real estate besides cars.</p> <p>19 Q Okay.</p> <p>20 A So it was my understanding that 21 this would suggest an identification towards 22 the plaintiff. The other part was that the 23 ads do say it's a 501(c)3 charitable 24 organization. That's why this one was 25 included.</p>	<p style="text-align: right;">Page 63</p> <p>1 CONFIDENTIAL - ALEX SIMONSON, PH.D 2 that you provided to me, then this one is 3 possible, and I would, in that case, remove 4 that particular one.</p> <p>5 Q I would like for you to turn to 6 page one of your report. Looking at the 7 second paragraph from the bottom, on page 1, 8 can you please read to me the second sentence?</p> <p>9 A It was conducted among adults in 10 the United States who were 18 years of age and 11 older.</p> <p>12 Q Why did you choose this group of 13 respondents?</p> <p>14 A This was, quote, called a general 15 population survey. The reason was that the 16 survey could have been used as well, not just 17 for secondary meaning, but for fame, wherein 18 also general population survey. So for that 19 reason, and because of the fact that it's more 20 conservative for the secondary meaning survey 21 to have a general population definition, and a 22 fame survey requires it, that's why it was 23 defined that way.</p> <p>24 Q Are you testifying that this 25 survey was also conducted in order to show</p>
<p style="text-align: right;">Page 62</p> <p>1 CONFIDENTIAL - ALEX SIMONSON, PH.D</p> <p>2 Q Are you aware that the defendant 3 is also a 501(c)3 charitable organization?</p> <p>4 A Yes.</p> <p>5 Q Are you aware that the defendant 6 also accepts different types of donations?</p> <p>7 A Including real estate, I was not 8 aware of that. If that's the case, then I 9 would throw out this particular respondent as 10 being a unidentified respondent.</p> <p>11 Q Let's take a look at the third 12 column. Can you read to me what number that 13 says?</p> <p>14 A 2.</p> <p>15 Q What does that 2 indicate?</p> <p>16 A I just want to get the words 17 correct. It's a question about whether or not 18 there's a jingle. The wording is, to the best 19 of your recollection, have you or haven't you 20 heard this organization's jingle. 2 means I 21 have not heard it.</p> <p>22 Q So is it possible that this answer 23 could have been referring to the defendant, 24 Cars For Kids with a C?</p> <p>25 A If your assumption is correct,</p>	<p style="text-align: right;">Page 64</p> <p>1 CONFIDENTIAL - ALEX SIMONSON, PH.D 2 fame for the plaintiff?</p> <p>3 A It was conducted in order to be 4 able to extract out fame numbers, were they 5 there, correct.</p> <p>6 Q Were you able to extract fame 7 numbers?</p> <p>8 A I didn't think the numbers were 9 sufficient for what I thought I would use for 10 fame.</p> <p>11 Q What would be a sufficient number 12 for fame?</p> <p>13 A I don't have a per se number in my 14 head, but very high recognition numbers, 15 typically higher than secondary meaning 16 numbers.</p> <p>17 Q Is it your belief that many young 18 adults donate cars to charities?</p> <p>19 MR. VOGL: Objection.</p> <p>20 A I do not have demographics of 21 who's donating cars to charity, so I don't 22 know.</p> <p>23 Q All I'm asking, in your 24 experience.</p> <p>25 MR. VOGL: Your experience</p>

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PageID: 5915ALEX SIMONSON, PH.D
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<p style="text-align: right;">Page 65</p> <p>1 CONFIDENTIAL - ALEX SIMONSON, PH.D 2 as a person. Or your experience 3 as an expert? 4 Q Your experience as a person. 5 A I have no experience with respect 6 to that. I don't know if they would do it 7 with their parents. I don't know. I don't 8 have an intuition, if that's your question. 9 Q So would it also be your testimony 10 that there is no specific age group that is 11 most likely to donate their car to 12 charities? 13 A No. There may very well be an age 14 group that's more prevalent in terms of the 15 statistics. I just don't know have 16 demographics. 17 Q Please turn to page 3. Please 18 read the last sentence in the second 19 paragraph, please. 20 A Given the strength of the mark, 21 the general population, it is likely that the 22 level would be higher among those in the 23 particular universe of Kars 4 KIDS, spelled 24 K-A-R-S, space, number 4, capital K, KIDS, 25 specifically those who have recently donated</p>	<p style="text-align: right;">Page 67</p> <p>1 CONFIDENTIAL - ALEX SIMONSON, PH.D 2 Q Would you say that your survey 3 respondents correlate with that particular 4 universe? 5 A I'm not sure what that means. 6 Q The respondents that participated 7 in the survey that you provided, would you say 8 that they are represented in that universe 9 that you just described? 10 A They're definitely represented in 11 the universe, yes. 12 Q How do you know that? 13 A Because when you have a thousand 14 respondents of general population, and you're 15 talking about something like donation of cars 16 in a certain period of time back and forth 17 that has a certain incidence, there's a 18 likelihood of some of those people of that 19 incidence to be in your example. 20 Q So it's a likelihood, not a 21 certainty? 22 A I never asked them that, so I 23 can't be certain. If I said certainty, then I 24 misspoke. 25 Q Just to clarify, did you not ask</p>
<p style="text-align: right;">Page 66</p> <p>1 CONFIDENTIAL - ALEX SIMONSON, PH.D 2 their car or who are interested in donating 3 there cash in the near future. 4 Q Okay. I want to focus in on your 5 phrase, the particular universe, the Kars 4 6 Kids. How would you define the particular 7 universe of Cars For Kids? 8 A What I meant here, universes are 9 defined differently for different purposes. So 10 universe for fame would be general population 11 regardless, but what I meant here was those 12 who have either donated their car in the past 13 certain period of time, or who are likely to 14 donate their car in the next certain period of 15 time. That's what I had in mind here. Could 16 be variations of that, but that was kind of 17 the gist. 18 Q Would you say that that universe 19 is the same universe that Cars For Kids, my 20 client, encompasses? 21 A I didn't study that, because I 22 used a general population definition here. So 23 I wouldn't be able to opine on that, because I 24 didn't do any background information into that 25 personally.</p>	<p style="text-align: right;">Page 68</p> <p>1 CONFIDENTIAL - ALEX SIMONSON, PH.D 2 any follow-up questions at the end of the 3 survey to determine whether your universe was 4 reached? 5 MR. VOGL: Objection. 6 A That misconstrues the survey. The 7 universe reached here was the general 8 population, which is extremely conservative 9 universe for secondary meanings. I didn't 10 have to ask any questions to know if that 11 universe was reached. We know that was the 12 universe I tried to have, and was designed to 13 get, and we have them. 14 Q But you don't know that for 15 sure? 16 MR. VOGL: Objection. 17 A No. What I just said, I do know 18 for sure. 19 Q So you're saying you were sure 20 that you reached respondents who had recently 21 donated a car, or would donate one in the 22 future? 23 A No. That's not what I said. 24 Maybe we can play it back. That's not what I 25 said.</p>

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1	CERTIFICATION	
3		
4	I, Debra J. Gumpel, a Shorthand Reporter	
5	and Notary Public in and for the State of New	
6	York, do hereby certify:	
7	That the testimony of ALEX SIMONSON,	
8	PH.D, was held before me at the aforementioned	
9	time and place.	
10	That said witness was duly sworn before	
11	the commencement of the testimony and that the	
12	testimony was taken stenographically by me and	
13	is a true and accurate transcription of my	
14	stenographic notes.	
15	I further certify that I am not related	
16	to any of the parties to the action by blood	
17	or marriage and that I am in no way interested	
18	in the outcome of this matter.	
19	IN WITNESS WHEREOF, I have hereunto set	
20	my hand this 22nd day of March, 2018.	
21		
22		
23	-----	
24	DEBRA J. GUMPEL	
25	--oo--	